IMPAIRED DRIVING PROGRAM

RESEARCH REPORT
RESEARCH REPORT
RESEARCH REPORT
RESEARCH REPORT
RESEARCH REPORT
RESEARCH REPORT
RESEARCH REPORT
RESEARCH REPORT

IMPAIRED DRIVING IN ALBERTA:

A SURVEY OF THE PROVINCE'S DRIVERS

Alberta
SOLICITOR GENERAL

IMPAIRED DRIVING

A SURVEY OF ALBERTA DRIVERS

Printed April 1990

Alberta

SOLICITOR GENERAL

90-04386/

TABLE OF CONTENTS

EXECUTIVE SUMMARY

A. The Survey
B. Main Findings
C. Conclusion

I. INTRODUCTION

II. RESEARCH METHODOLOGY

A. Questionnaire Design
B. Study Population
C. Response Rate
D. Analysis
E. Demographic Characteristics of Respondents

III. RESULTS

A. Knowledge and Opinions on Impaired Driving Issues
B. Penalties for Impaired Driving
C. Community Action and Behavior Towards Impaired Driving

APPENDIX I - IMPAIRED DRIVING QUESTIONNAIRE

APPENDIX II - DRIVER LICENCES BY CLASS OF LICENCE

EXECUTIVE SUMMARY

A. THE SURVEY

In May 1989, the Department of the Solicitor General undertook a survey across the province in order to determine the driving public's knowledge and opinions about impaired driving.

Three thousand drivers were randomly selected from the computerized driver files of the Motor Vehicles Division and were sent questionnaires for completion.

Of the 3,000 drivers selected, 1,191 (39.7%) responded to the questionnaire. The characteristics of the response group closely followed the characteristics of the total driver population and was regarded as a representative sample of that population.

B. MAIN FINDINGS

The following are the main findings from the responses provided by the 1,191 respondents:

1. Knowledge and Opinion of Impaired Driving

a) 95% indicated that, in their opinion, impaired driving is still a problem in Alberta;

b) 97% recalled seeing or hearing about the CHECKSTOP program;

c) 64% felt that the current penalties for impaired driving were inadequate;

d) 59% felt that increased law enforcement would be effective in reducing impaired driving in Alberta;

e) 54% favoured a mandatory jail sentence to reduce impaired driving;

f) 39% favoured longer jail terms to reduce impaired driving;

g) 61% favoured higher fines as a means of reducing impaired driving;

h) 71% supported longer driver licence suspensions;

i) 73% supported alcohol education programs through schools and communities as a means of reducing impaired driving;

j) 58% supported advertising campaigns on T.V. and public displays to reduce impaired driving.

Generally, the respondents continue to view impaired driving as a problem in Alberta and are willing to support a variety of stricter measures to control that problem.

2. Penalties for Impaired Driving

When asked about their opinion on, and support for, current and possible new initiatives to reduce the incidence of impaired driving, the 1,191 individuals representing the study population responded as follows:

a) 72% supported the introduction of an ignition interlock program;

b) 79% supported the introduction and use of vehicle immobilization devices;

c) 64% supported the introduction of random roadside breath testing;

d) 70% favoured the seizure of vehicles driven by individuals convicted of impaired driving.

The responses to questions on penalties for impaired driving again support the trend of the driving public favouring increased penalties to control impaired driving.

3. Community Responsibility Towards Impaired Driving

The study population was asked for opinions on what the community should be doing with respect to impaired driving and responded as follows:

a) 84% confirmed that each member of the community has a responsibility to deal with impaired drivers;

b) 61% were not aware of whether any designated driver programs were operational in their community;

c) 67% had never made use of a designated driver program;

d) 74% were unaware of whether any safe ride programs were operational in their community;

e) 85% had never made use of a safe ride home program.

Although the study group confirmed that each member of the community has a responsibility to deal with impaired driving, the knowledge, use and support for community based programs was weaker and more varied than for Government administered programs.

C. CONCLUSION

The motoring public of Alberta continues to regard impaired driving as a major problem and supports stricter statutory penalties and government programs as a means of controlling the problem. They acknowledge that community members have a responsibility in the fight against impaired driving. However, knowledge of, or the impact of community based programs upon the public does not appear to be high.

I INTRODUCTION

The introductory section of the Department of the Solicitor General's "Strategic Plan on Impaired Driving" states:

> **"The serious human and social consequences of drinking and driving is of ongoing concern to Albertans. The Government of Alberta recognizes that the problem of impaired driving is multifaceted and requires a diverse, comprehensive and integrated strategy in order to effectively reduce the loss of life and serious injury that results annually from impaired driving.**
>
> **The Department of the Solicitor General, with responsibility for the Impaired Driving Countermeasures Committee, and its mandates in the areas of law enforcement and driver management has been given the responsibility for coordinating and directing the impaired driving initiatives under the direction and sponsorship of the Government of Alberta.**
>
> **The primary goals of the Department of the Solicitor General impaired driving initiatives are two fold:**
>
> **A To reduce the incidence of impaired driving in Alberta and the deaths and serious injuries resulting therefrom.**
>
> **B To create a higher level of awareness among Albertans of the serious legal, social and economic impact of impaired driving."**

The purpose of this report is to detail the result of a study that was undertaken with drivers in Alberta. The study inquired into the knowledge and opinions of the driver population on the impaired driving problem, the impact of current impaired driving initiatives and the appropriateness of proposed impaired driving initiatives.

Through the collection and analysis of such information the Government is able to gauge the effectiveness of its impaired driving program and respond to identified concerns.

II RESEARCH METHODOLOGY

A. QUESTIONNAIRE DESIGN

The questionnaire for the study was produced by reviewing similar questionnaires from other jurisdictions and selecting the most appropriate questions for the subject matter under investigation. Once a draft questionnaire was compiled it was circulated to professional staff in the Motor Vehicles Division of the Department of the Solicitor General in order to determine the relevance and appropriateness of the questions. The amendments produced by the review stage were incorporated into the questionnaire design to produce the final survey instrument (see Appendix I).

B. STUDY POPULATION

The study population was determined by randomly selecting from the computer files of the Motor Vehicles Division the names and home addresses of 3,000 drivers from those individuals over 16 years of age, who held a valid driver's licence in the Province of Alberta in May, 1989. Questionnaires were sent for completion to the 3,000 selected participants.

C. RESPONSE RATE

Of the 3,000 questionnaires that were distributed, 1,191 were completed and returned. This represents a response rate of 39.7%. If allowances are made for those questionnaires that were never received because of changes in home addresses of the participants, an adjusted response rate of 42.8% is obtained. This is regarded as a good response rate for a postal survey.

D. ANALYSIS

The data from the completed questionnaires were coded and key punched into raw data files in the Department of the Solicitor General's mainframe computer. The analysis was undertaken using the SAS statistical package and primarily consisted of the production of descriptive frequencies and tables.

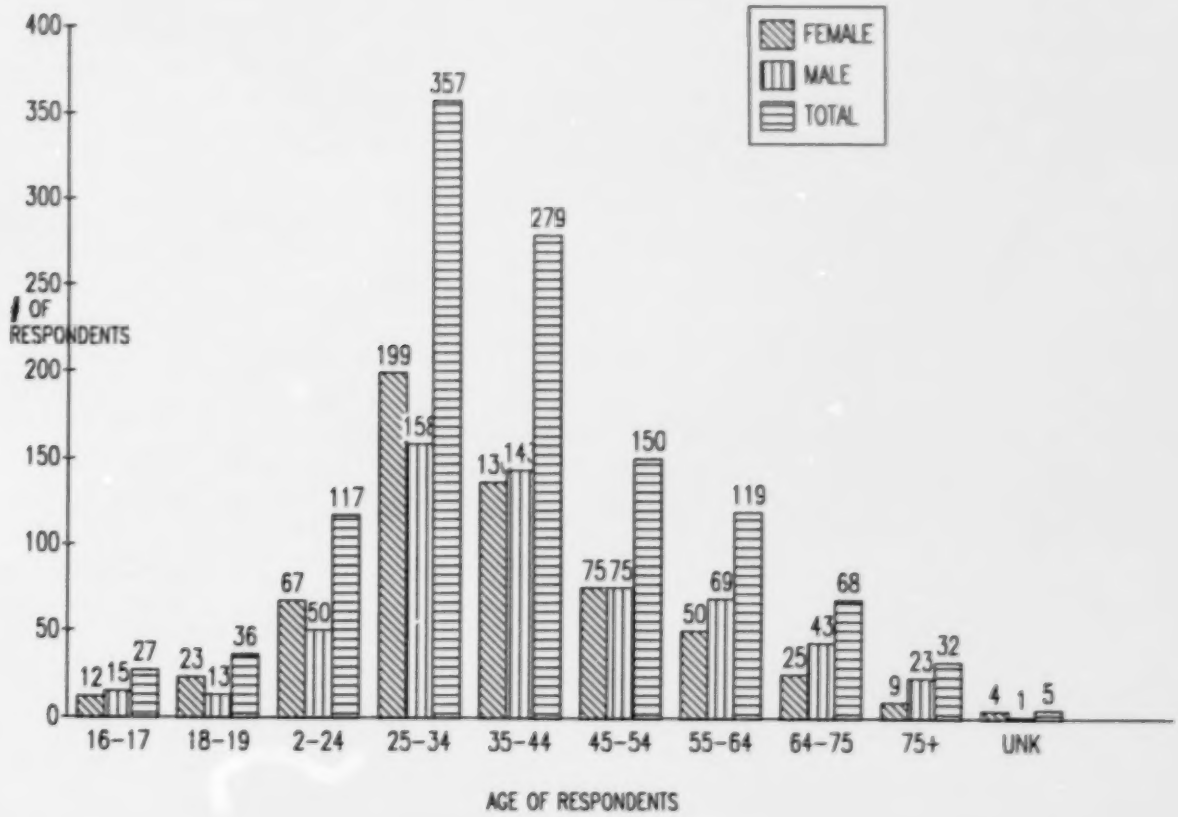
E. DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

The first section of the survey questionnaire requested basic demographic information about the survey respondents. An analysis of this demographic data indicates that the characteristics of the response group are similar to the characteristics of the total driver population (see Figure 1). The survey population is regarded as being a representative sample of the total driver population.

1. Age and Sex of Survey Respondents

Of the 1,191 survey respondents, 600 (50.4%) were female, and 590 (49.5%) were male with 1 case of missing data. With respect to the age structure of the survey population, the largest category was the 25-34 age group with 357 (30.0%) of the respondents; the next largest category was the 35-44 age group with 279 (23.4%) of the respondents, followed by the 45-54 age group with 150 (12.6%) of the respondents. The survey population did not include drivers under 16 years of age because of the driver selection criteria for this survey.

FIGURE 1
AGE AND SEX OF SURVEY RESPONDENTS



2. A Comparison of the Sex of the Survey Respondents with that of the Total Driver Population

The proportion of males and females in the survey population (49.5% to 50.4% respectively) is relatively similar in nature to that of the general driving population (54.7% to 45.3% respectively) and illustrates a relatively even split between male and female drivers (see Figure 2).

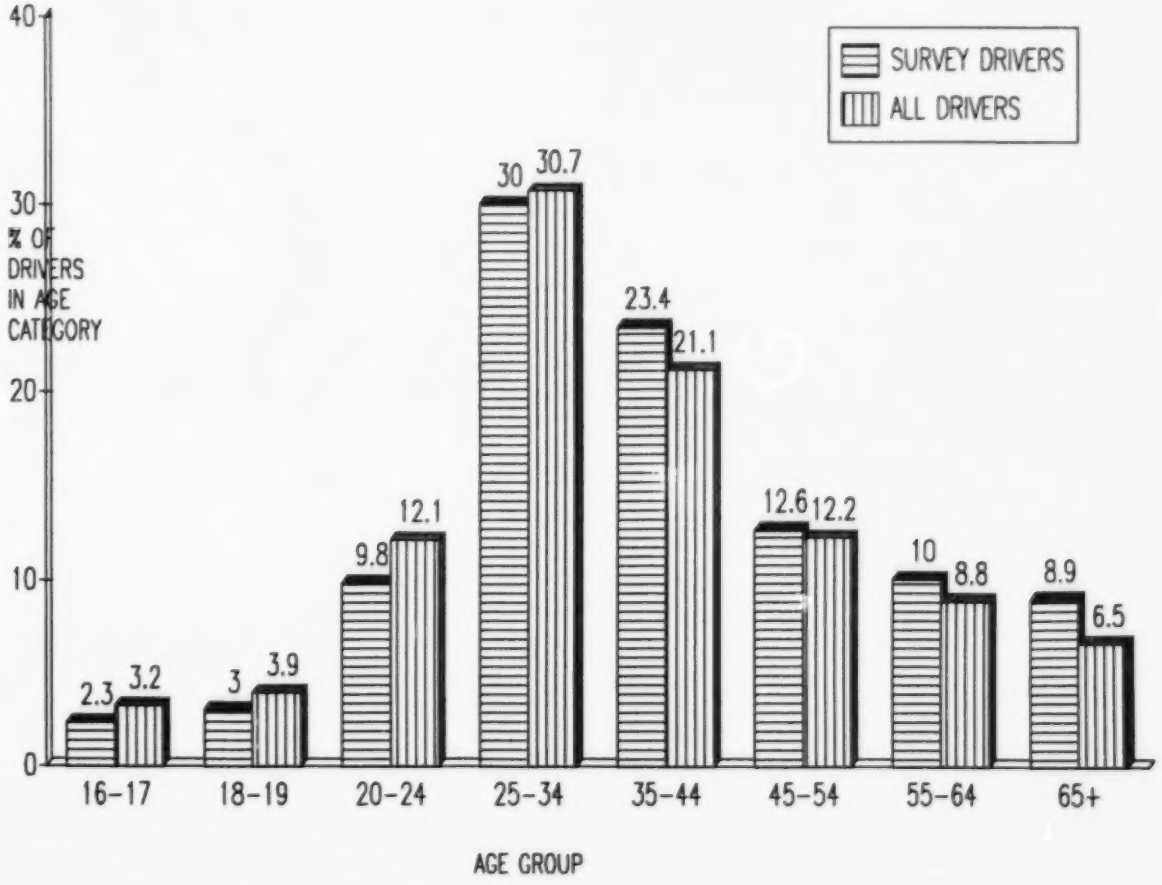
FIGURE 2
SEX OF SURVEY POPULATION AND TOTAL DRIVER POPULATION

3. Comparison of the Age of the Survey Respondents with that of the Total Driver Population

The age structure of the study population closely resembles that of the general driving population (see Figure 3). The figures pertaining to the general driving population do not equal 100% because 1.5% represents drivers in the 14-15 age category.

The largest number of drivers are in the 25-34 age category, which accounts for 30% of drivers followed by the 35-44 and 45-54 age categories with over 20% and 12% of drivers respectively.

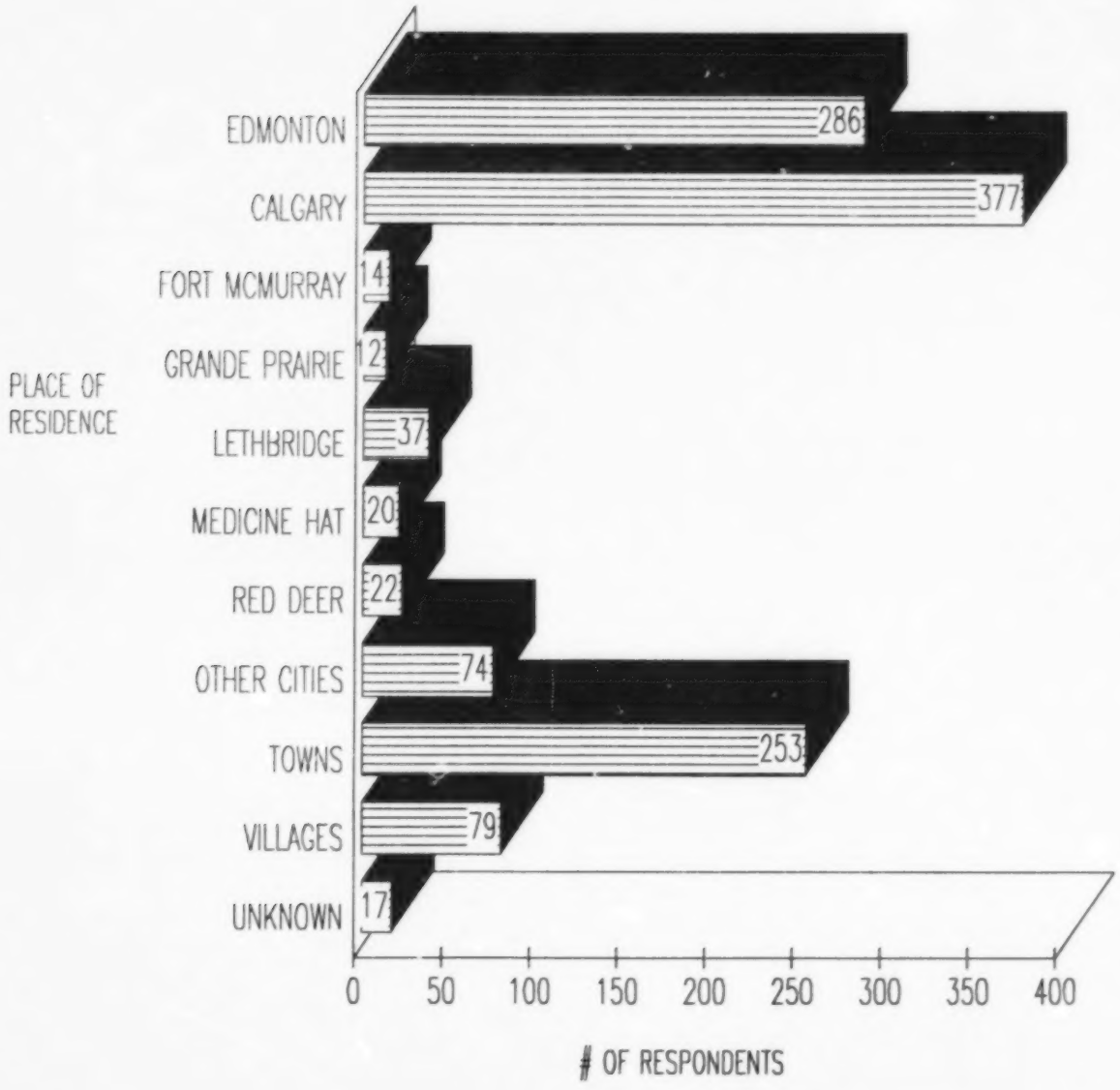
FIGURE 3
AGE STRUCTURE OF SURVEY POPULATION AND TOTAL DRIVING POPULATION



4. Place of Residence of the Survey Respondents

The study population was drawn from all areas of the province (see Figure 4). The urban areas of Calgary and Edmonton accounted for 377 (31.7%) and 286 (24%) of the respondents respectively. All other major urban areas accounted for a further 179 (15%) among the study group with towns and villages accounting for the remaining 332 (27.9%) drivers. There were 17 drivers who failed to provide a place of residence.

FIGURE 4
PLACE OF RESIDENCE OF SURVEY RESPONDENTS

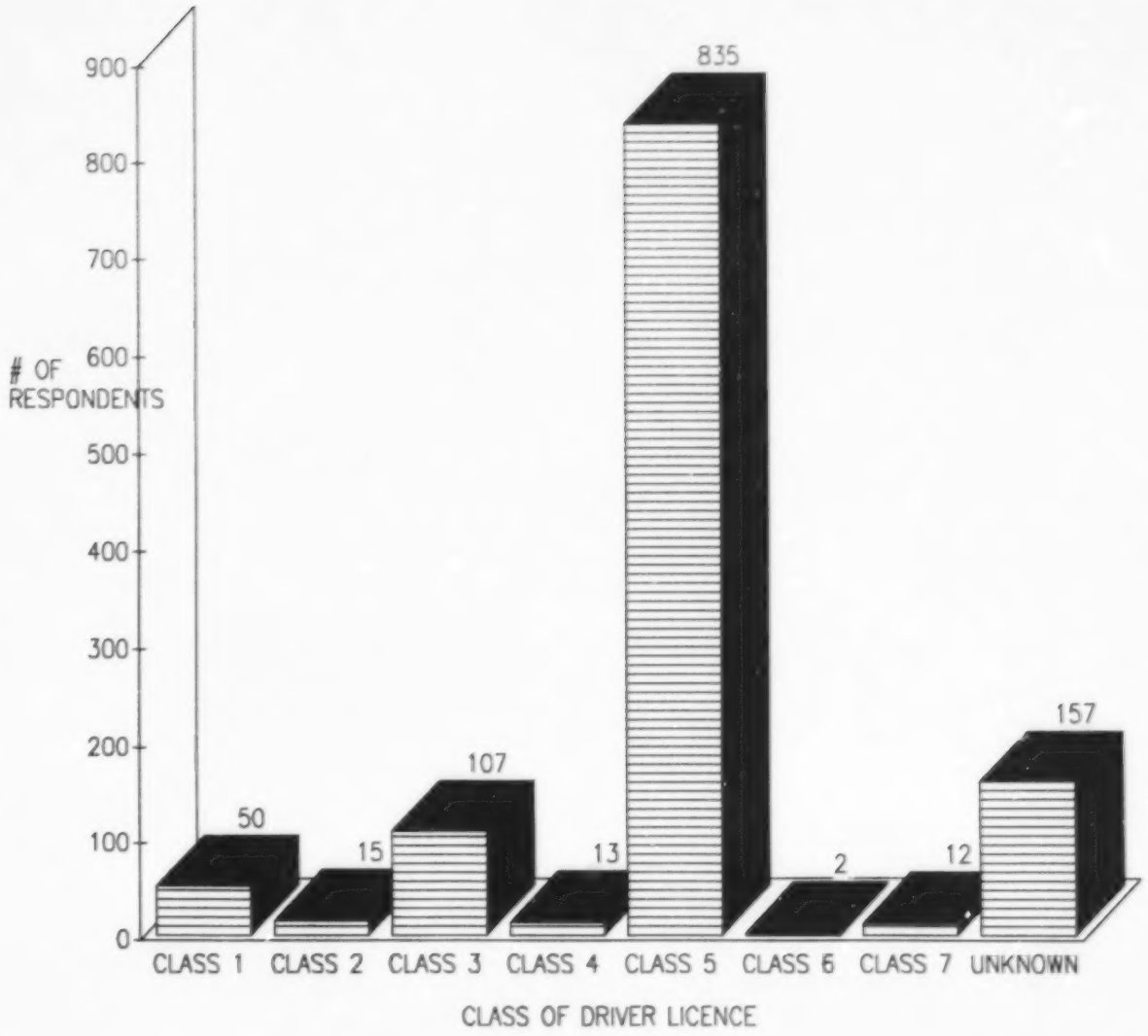


5. Class of Driver Licence of Survey Respondents

Within the province of Alberta there are seven classes of driver licences (see Appendix II). The holder of a particular class of licence is allowed to operate the vehicles described in that class of licence. A driver may hold more than one class of driver licence.

The majority of drivers, 835 or 70.1%, responding to the survey held a Class 5 licence (see Figure 5). Drivers holding a Class 3 licence, 107 or 9%, provided the next highest number of respondents.

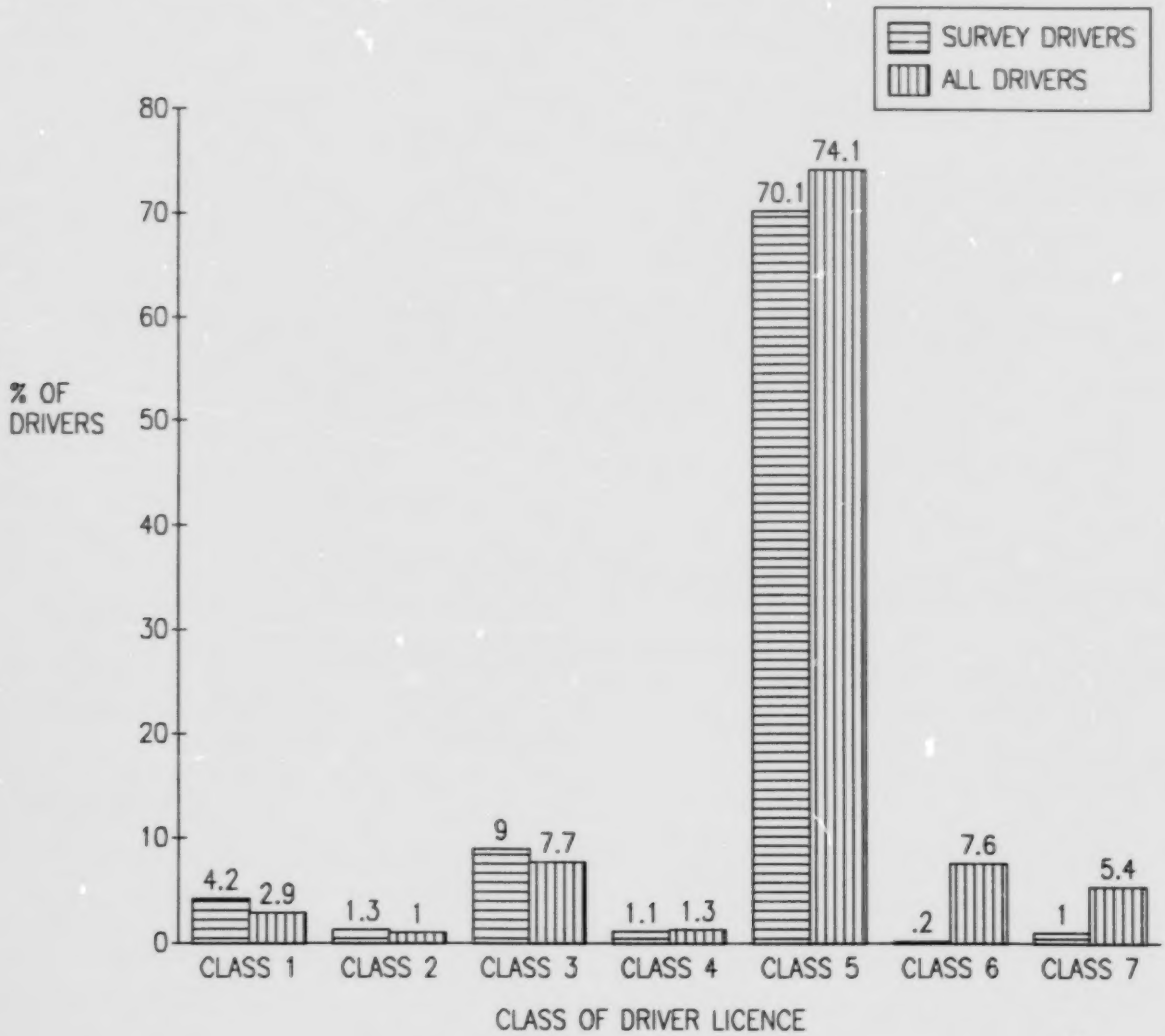
FIGURE 5
CLASS OF DRIVER LICENCE OF SURVEY RESPONDENTS



6. Comparison of the Class of Driver Licence for the Survey Population with that of the Total Driver Population

An analysis of the classes of driver licences held by the survey population and the total driving population again demonstrates the comparability of the two populations. In all classes, the survey population reflects similar proportions of licence holders as those in the general driving population. It should be noted that the class 6 and 7 categories are smaller for the survey population than the general population because the age category under 16 years old was excluded from the survey and classes 6 and 7 (motorcycles and probationary drivers) were accordingly affected. Approximately 13.2% of the survey drivers did not provide an answer as to the class of driver licence they held.

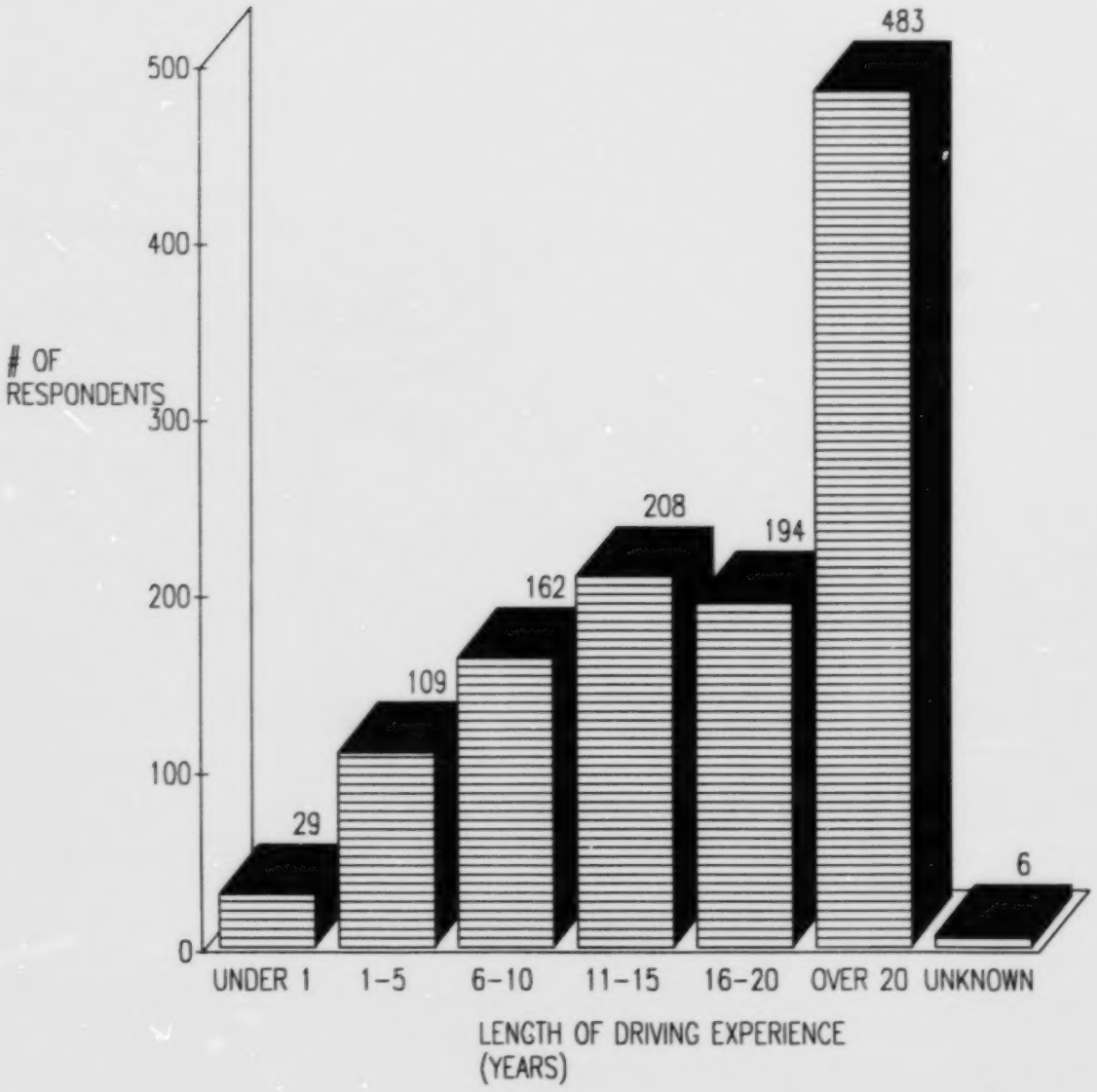
FIGURE 6
CLASS OF DRIVER LICENCE FOR THE SURVEY POPULATION AND TOTAL DRIVER POPULATION



7. Length of Driving Experience of Survey Respondents

The majority of the survey respondents (40.6%) reported they had been driving for over 20 years and nearly 75% of the respondents had been driving for 10 years or more (see Figure 7). Only 2.4% of respondents had been driving for under one year. It is evident from the data that the survey population is comprised of many drivers with considerable driving experience.

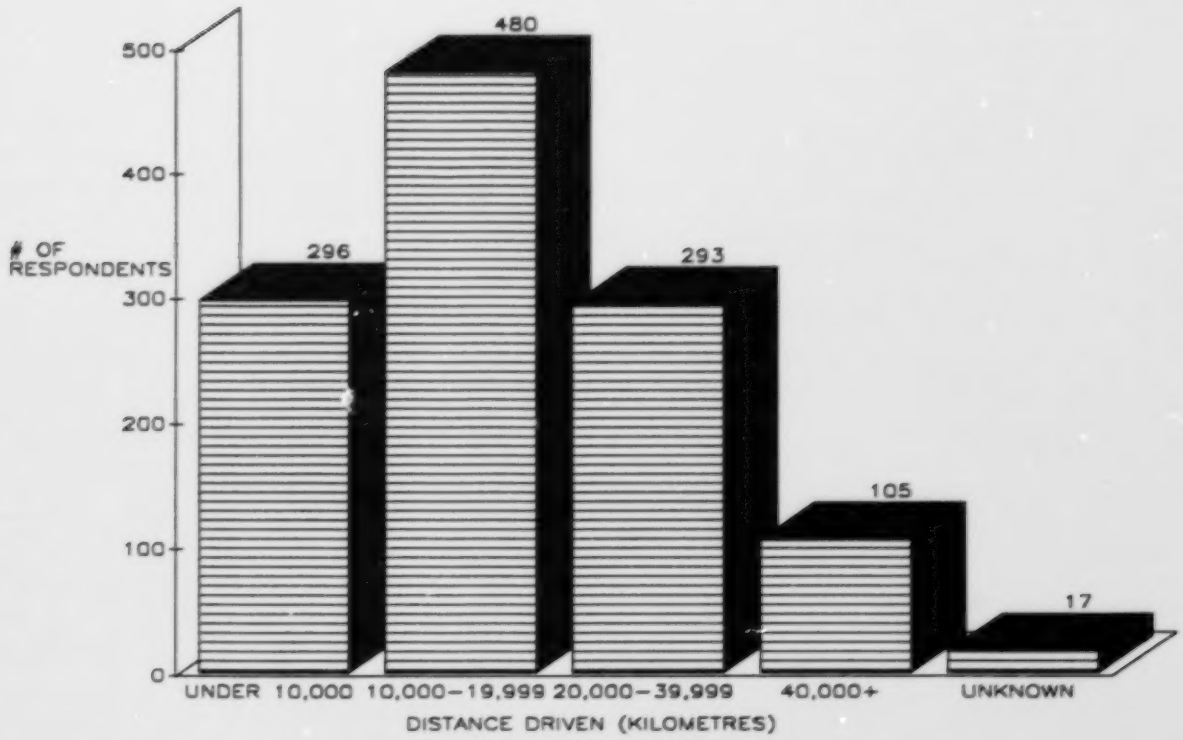
FIGURE 7
LENGTH OF DRIVING EXPERIENCE OF SURVEY RESPONDENTS



8. Distance Driven Annually by Survey Respondents

The majority of survey respondents, 480 or 40.3%, drove between 10,000 and 20,000 kilometres annually, a further, 293 or 24.6%, drove between 20,000 and 40,000 kilometres annually and, 105 or 8.8%, drove over 40,000 kilometres annually. A total of 296 or 24.9%, reported driving less than 10,000 kilometres annually (see Figure 8). Once again this data indicates that the survey population is comprised of many drivers with considerable driving experience.

FIGURE 8
DISTANCE DRIVEN ANNUALLY BY SURVEY RESPONDENTS



9. Summary

From an analysis of the available data, it is evident that the survey population is representative of the total driving population in Alberta on the factors of sex, age and class of driver licence. In addition, the survey population is drawn from all geographical areas of the province and includes drivers with considerable driving experience.

III RESULTS

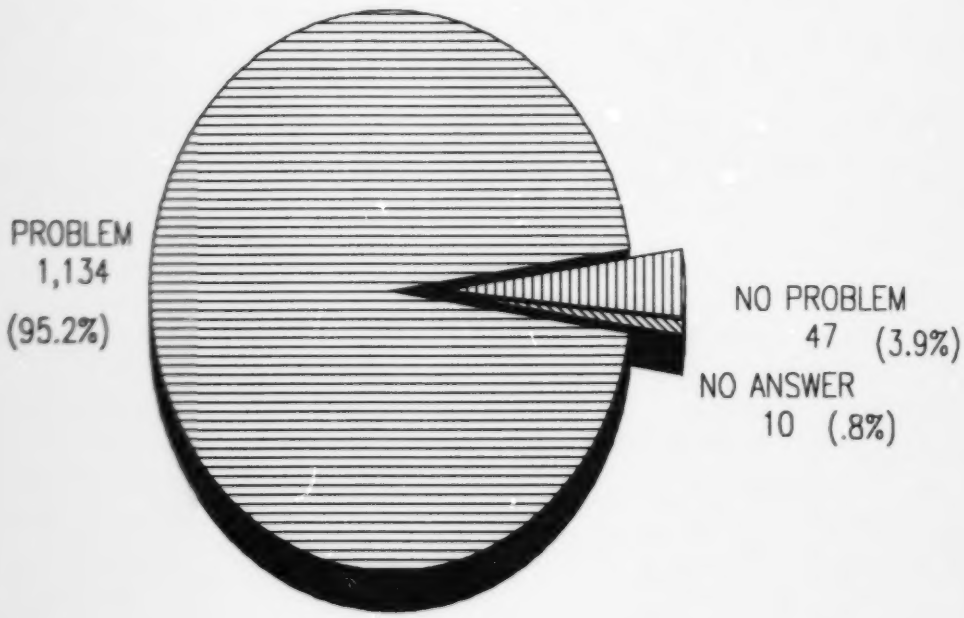
A. KNOWLEDGE AND OPINIONS ON IMPAIRED DRIVING ISSUES

The second section of the survey questionnaire addressed the educational and enforcement impaired driving programs developed by the Department of the Solicitor General. The intent of this part of the survey was to measure the respondents' awareness of impaired driving issues and prevention programs.

1. Is Impaired Driving a Problem in Alberta?

In answer to the very direct question "Is impaired driving a problem in Alberta?", 95% of respondents replied 'YES' (see Figure 9). This response confirms the general impression that impaired driving is an issue of considerable concern to the general public.

FIGURE 9
OPINIONS ON THE IMPAIRED DRIVING PROBLEM



2. Has the Rate of Impaired Driving Increased, Decreased or Remained the Same During the Past Two Years?

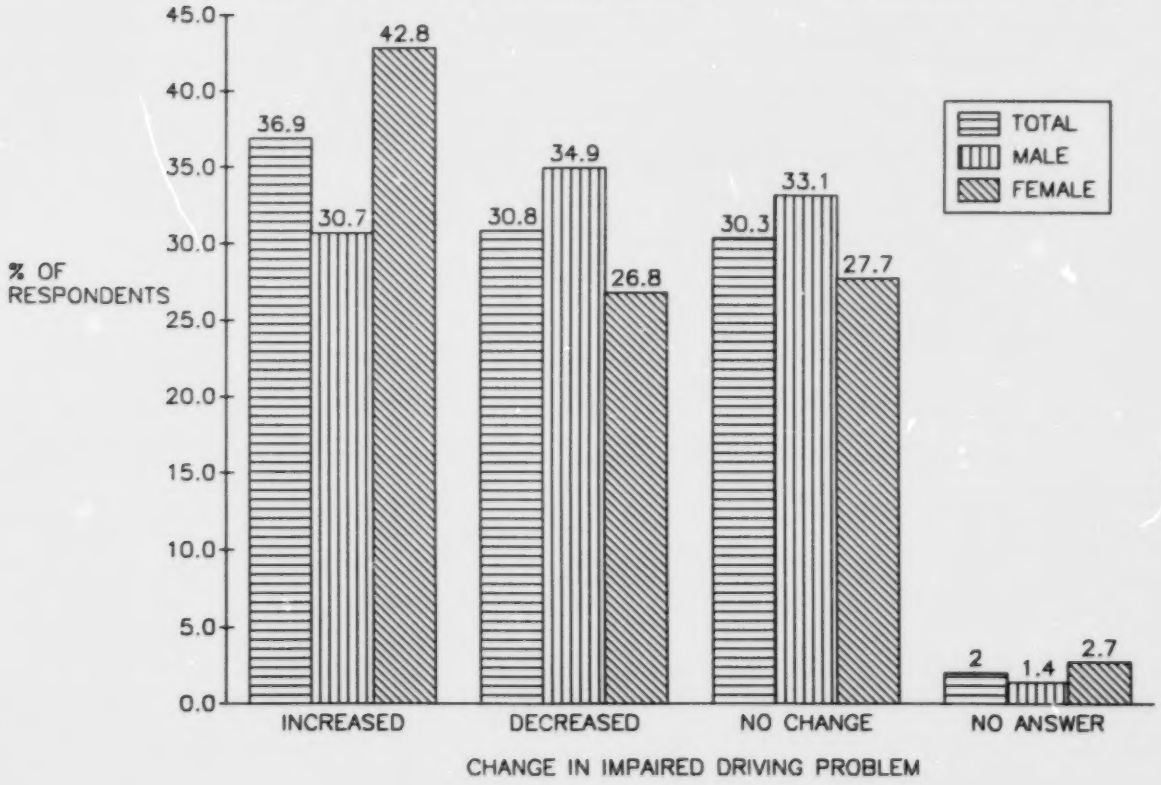
When questioned about changes in the impaired driving problem in Alberta, 36.9% of the survey population indicated that they thought the rate of impaired driving had increased, 30.8% thought that the rate had decreased and 30.3% thought that it had remained the same (see Figure 10). It is apparent that although most respondents regard impaired driving as a serious problem they do not know whether that problem is increasing or decreasing in severity.

Also of interest is the fact that 42.8% of females thought the problem was increasing and 26.8% thought that it was decreasing, whereas for males, 30.7% thought the problem was increasing and 34.9% thought it was decreasing.

Regional variations were observed with 43% of respondents in the northern region of the province perceiving an increase in impaired driving compared to 32% of respondents in the southern region. With respect to perceived decreases in the impaired driving problem, 25% of respondents in the northern region reported this response compared to 36% in the southern region.

Generally, the data indicates that the public has no clear idea about whether the impaired driving problem is increasing or decreasing. This could be attributable to a lack of relevant information.

FIGURE 10
KNOWLEDGE OF CHANGES IN THE IMPAIRED DRIVING PROBLEM

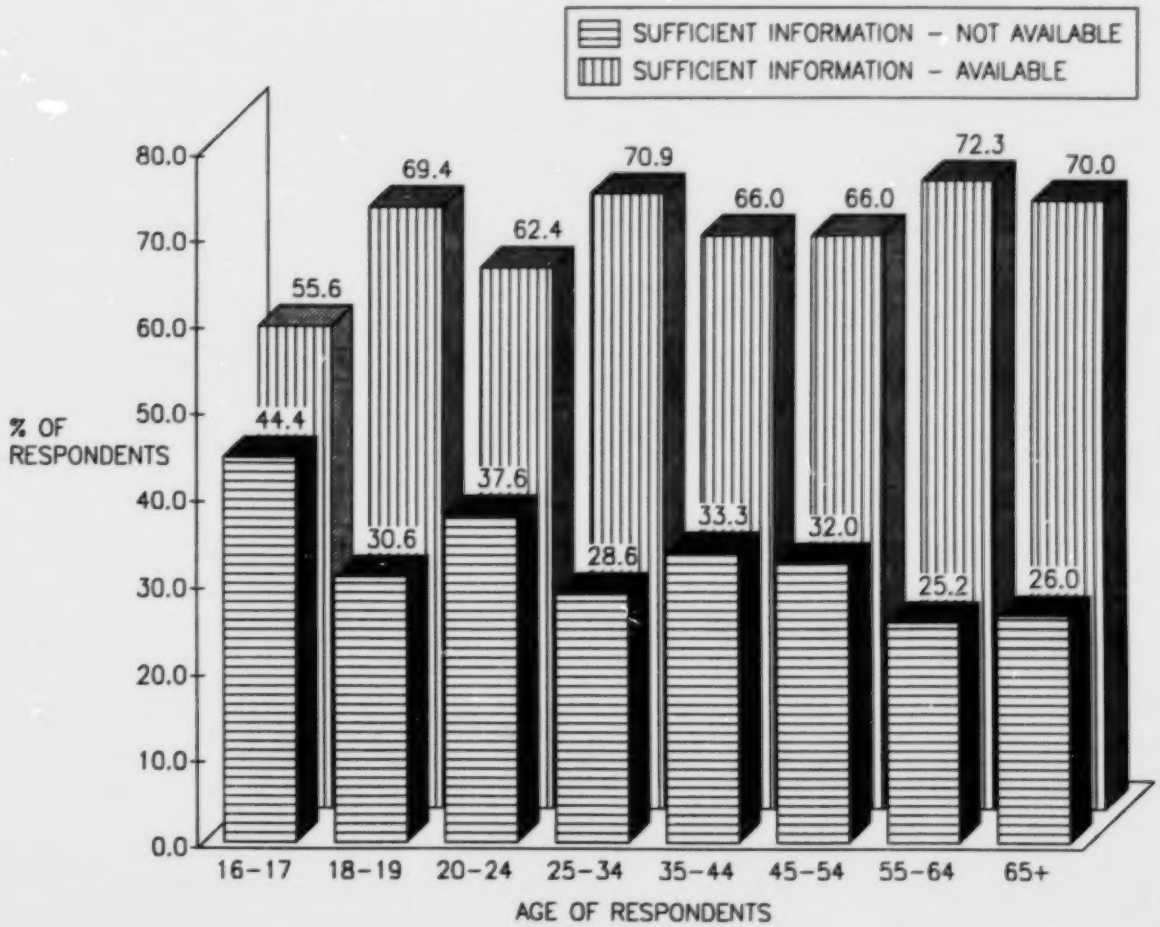


3. Is There Sufficient Information Available to the General Public Regarding Impaired Driving?

When asked whether sufficient information was available to the general public on impaired driving, 67.9% of survey respondents indicated that they thought that sufficient information was available and 30.8% thought that sufficient information was not available (1.3% did not respond).

When analyzed by age groups it is evident that the younger the respondent the more likely the feeling that insufficient information is available (see Figure 11). This is typified by the 16-17 year age category where only 55.6% of respondents felt that sufficient information was available to the public and 44.4% felt that there was insufficient information available. In the 65+ age group, 70.0% felt sufficient information was available and only 26.0% thought that more information was needed. (The figures provided in the chart do not equal 100% because some respondents did not indicate an answer to the question.)

FIGURE 11
OPINIONS ON THE AVAILABILITY OF IMPAIRED DRIVING INFORMATION TO THE GENERAL PUBLIC



4. Have You Seen or Heard About Any Impaired Driving Programs or Advertising Campaigns?

When the survey population was asked whether they recalled seeing, or hearing about, any impaired driving programs or advertising campaigns a variety of responses were recorded.

a) CHECKSTOP Program

The most well known impaired driving program was the CHECKSTOP program - a program of roadside vehicle checks which has been in operation since 1973 and is a combined enforcement and education activity designed to deter and remove impaired drivers from Alberta's roadways. Over 97% of survey respondents were familiar with the CHECKSTOP program (see Figure 12).

b) "Don't Let A Friend Get Carried Away" - General Advertising Campaign

"Don't Let a Friend Get Carried Away" was the title of an advertising campaign operated once during 1987. It also appears as a "billboard" slogan in a Motor Vehicles Division brochure which is mailed to all drivers who are renewing their licences. In total, 44.4% of respondents recalled seeing or hearing about this campaign.

c) "The Heat is On" - CHECKSTOP Advertising Campaign

"The Heat is On" is the title of a regular CHECKSTOP advertising campaign which has operated at least twice with both billboard and newspaper advertising. Surprisingly, only 19.7% of survey respondents recalled hearing about or seeing this campaign.

d) "The Party's Over" - CHECKSTOP Advertising Campaign

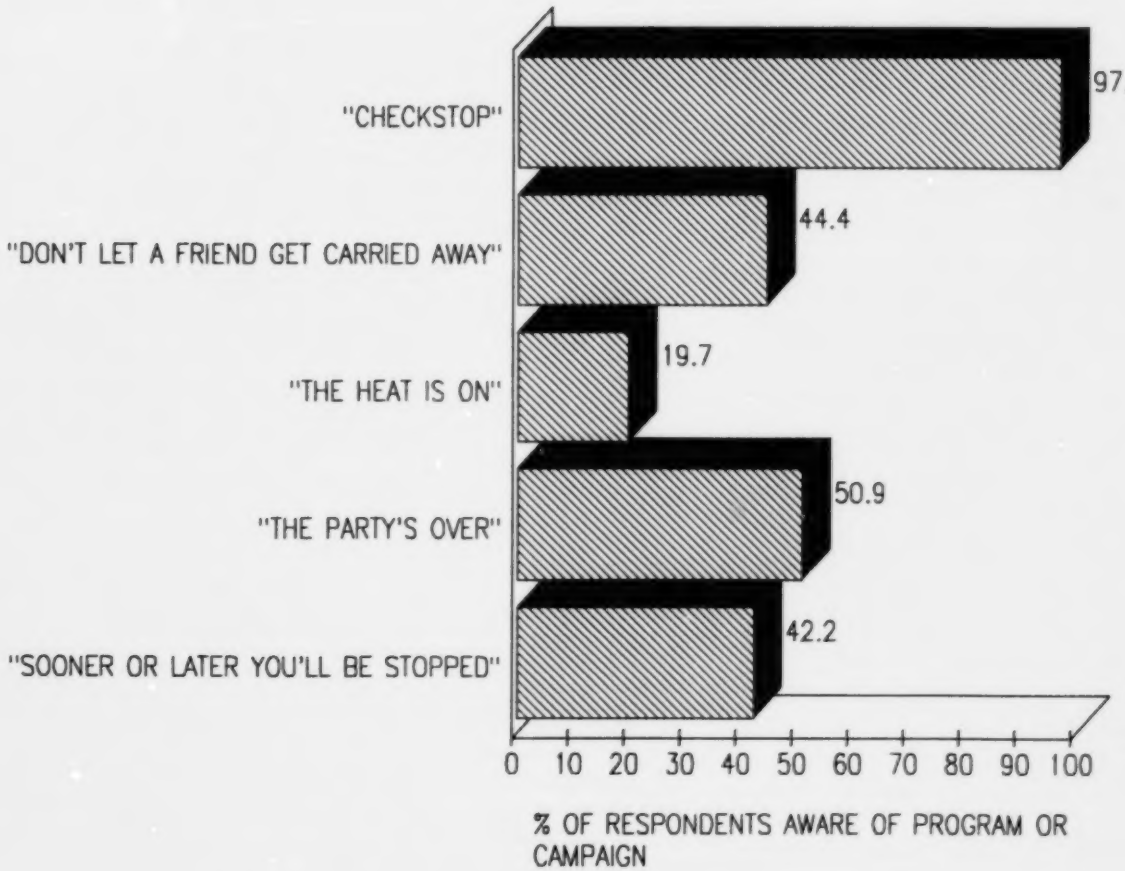
Another regular CHECKSTOP advertising campaign, "The Party's Over", has operated at least twice with both billboard and newspaper advertising. This campaign was the most widely recognized with 50.9% of respondents reporting having heard about or seen the advertising campaign.

e) "Sooner or Later You Will Be Stopped" - CHECKSTOP Advertising Campaign

The "Sooner or Later You Will Be Stopped" CHECKSTOP advertising campaign operated once, on billboards only, in the fall of 1988. A total of 42.2% of survey respondents recalled having seen or heard of this campaign.

The survey responses clearly indicate that the CHECKSTOP program is well recognized by drivers in Alberta. The slogans used to promote the CHECKSTOP program are less well known, however, this is not considered to be significant due to the high overall program identification.

FIGURE 12
KNOWLEDGE OF IMPAIRED DRIVING PROGRAMS AND ADVERTISING CAMPAIGNS

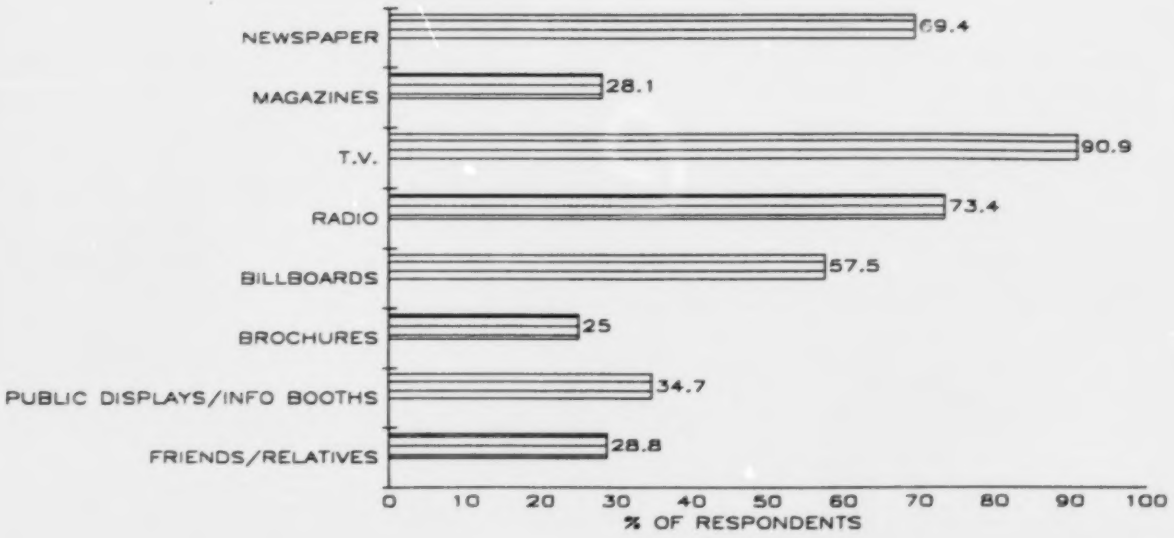


5. How Did You Become Aware of the Impaired Driving Prevention Programs?

A question was asked concerning the advertising mediums used to create awareness among respondents of the impaired driving prevention programs and campaigns. Respondents were requested to identify all advertising mediums that applied. Therefore, percentages will total to greater than 100% because of multiple reporting.

Almost 91% of respondents became aware of the impaired driving programs (CHECKSTOP) through television (see Figure 13a). This is an interesting finding as no formal television advertising campaign was ever conducted. It is recognized, however, that CHECKSTOP activities have received considerable coverage in daily news programs. The second most reported advertising medium was radio with 73.4% respondents, followed by newspapers with 69.4% of survey respondents. Only 25% of the survey population reported becoming aware of impaired driving programs through brochures.

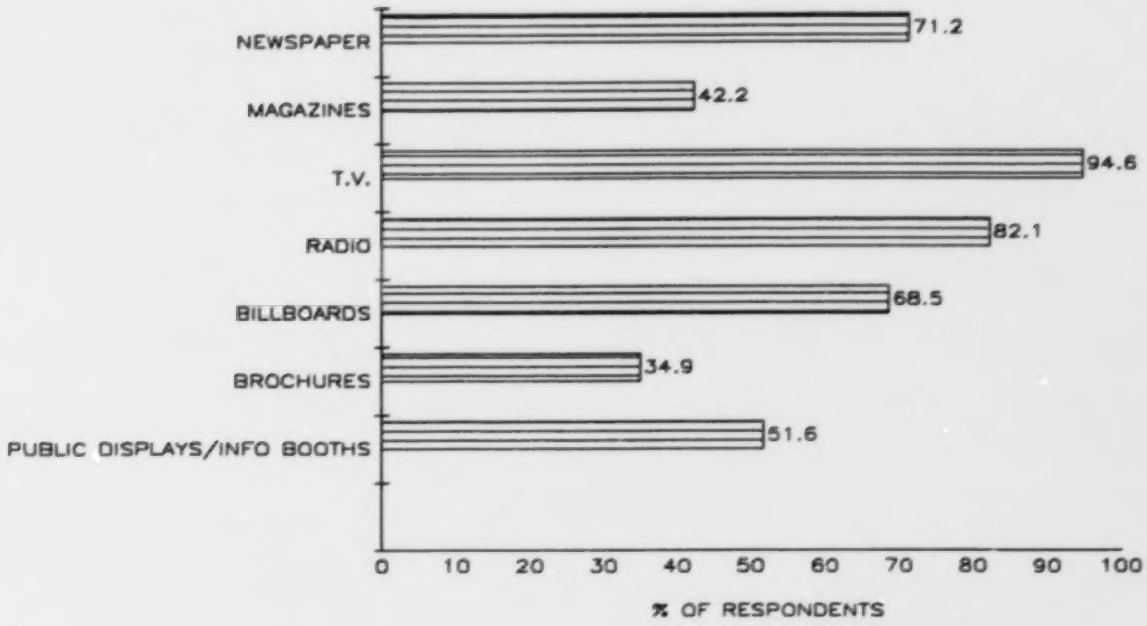
FIGURE 13a
TYPE OF MEDIA USED FOR ADVERTISING CAMPAIGNS



6. Which Advertising Mediums are Effective and Should be Used to Educate the Public About Impaired Driving?

When asked to report which advertising mediums should be used to educate the general public on impaired driving, the survey population supported television (94.6%), radio (82.1%) and newspapers (71.2%) as the three favored advertising mediums (see Figure 13b). Interestingly, billboard advertising with 68.5% support was rated almost as highly as newspapers as an advertising medium. Public displays and information booths were also rated by over half of the respondents (51.6%) as a good advertising medium. Magazines (with 42.2%) and brochures (with 34.9%) rated as the least favorable advertising mediums.

FIGURE 13b
TYPE OF MEDIA THOUGHT TO BE EFFECTIVE FOR ADVERTISING CAMPAIGNS



It would appear from the survey responses that increased use of television and radio as mediums for advertising impaired driving prevention programs would be supported by the general public. The use of billboard campaigns and public displays is also supported by the survey respondents. The perceived poor performance of magazines and brochures is most likely related to their availability to the general public. It is unlikely that the availability and circulation of appropriate magazines to the general public can be significantly affected. It is, however, quite possible that brochures can be made more readily available through existing distribution systems available to the Department of the Solicitor General.

7. Summary

The survey results show that the overwhelming majority of respondents believe impaired driving to be a problem in Alberta. However, the study population was evenly divided on whether that problem was static, increasing or decreasing in nature. Nearly 68% of survey respondents thought that sufficient information was available to the public on impaired driving and indicated that their main source of information was through television, radio and newspapers. The CHECKSTOP program was very widely recognized among the survey population while some of the associated advertising campaigns received less recognition. The respondents felt that television, radio, and newspapers were the best advertising mediums to educate the public about impaired driving. Billboards and public displays also received considerable support as advertising mediums.

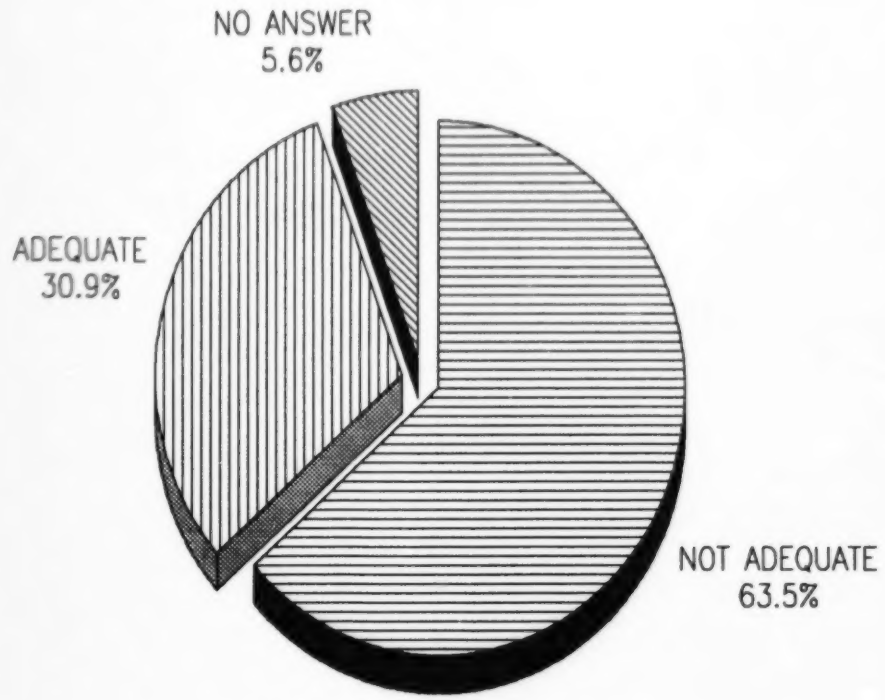
B. PENALTIES FOR IMPAIRED DRIVING

This section of the questionnaire asked the opinions of survey respondents on, and support for, current and potential initiatives to reduce the incidence of impaired driving. They were also asked their general feelings about various penalties for impaired driving.

1. In General, Do You Think that the Current Penalties for Impaired Driving are Adequate?

When asked for their general feelings on the adequacy of current penalties for impaired driving, 63.5% of the survey respondents indicated that they thought the penalties were inadequate. Only 30.9% thought that the current penalties were adequate (see Figure 14).

FIGURE 14
OPINIONS ON THE ADEQUACY OF CURRENT PENALTIES FOR IMPAIRED DRIVING

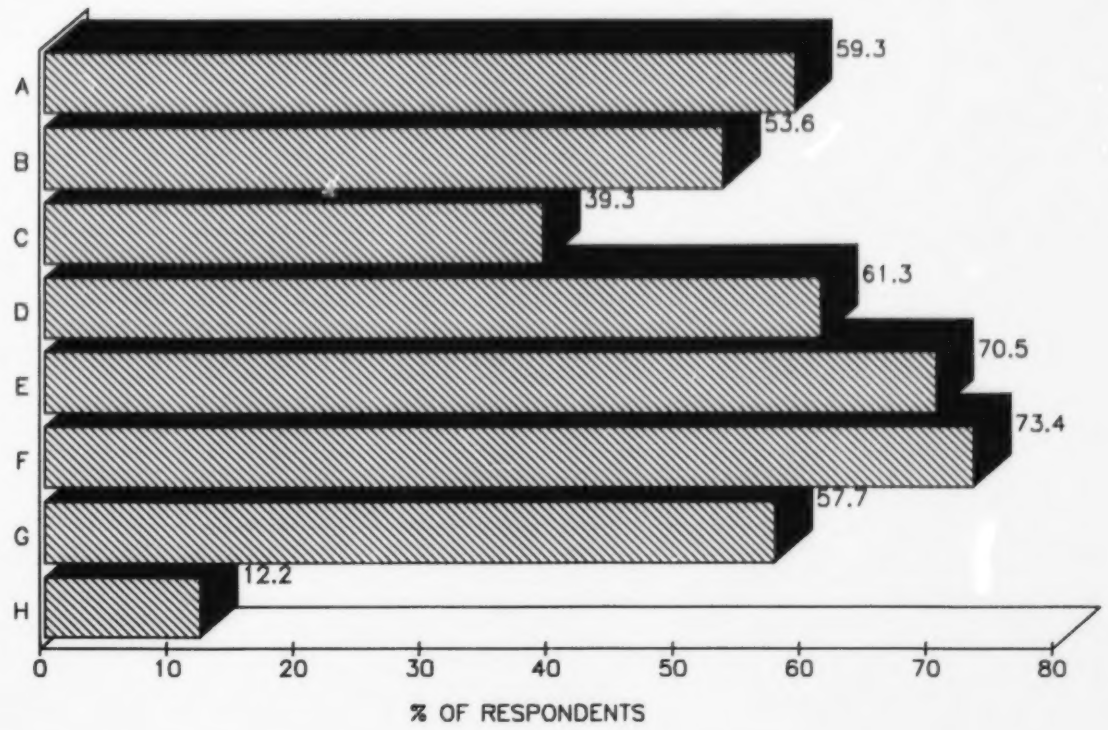


TOTAL RESPONDENTS = 1,191

2. Which Measures Would be Effective in Reducing Impaired Driving in Alberta?

When presented with a variety of measures to reduce impaired driving, the survey respondents indicated the highest level of support for the provision of alcohol education programs (73.4%). The next highest level of support was for longer driver licence suspension periods (70.5%). This was followed by higher fines, 61.3%; increased law enforcement, 59.3%; advertising campaigns, 57.7%; and mandatory jail sentences, 53.6%.

FIGURE 15
OPINIONS ON THE EFFECTIVENESS OF MEASURES TO REDUCE IMPAIRED DRIVING



A. INCREASED LAW ENFORCEMENT
B. MANDATORY JAIL SENTENCES
C. LONGER JAIL TERMS
D. HIGHER FINES
E. LONGER DRIVER LICENCE SUSPENSION PERIODS
F. ALCOHOL EDUCATION PROGRAMS (SCHOOLS, ETC)
G. ADVERTISING CAMPAIGNS (T.V., PUBLIC DISPLAYS, ETC)
H. OTHER

Of all the presented measures to reduce impaired driving, only one measure received support from less than half of the survey population; the suggestion for longer jail terms was supported by 39.3% of the survey population.

Over 12% of the survey population made recommendations for additional programs to combat impaired driving. They include:

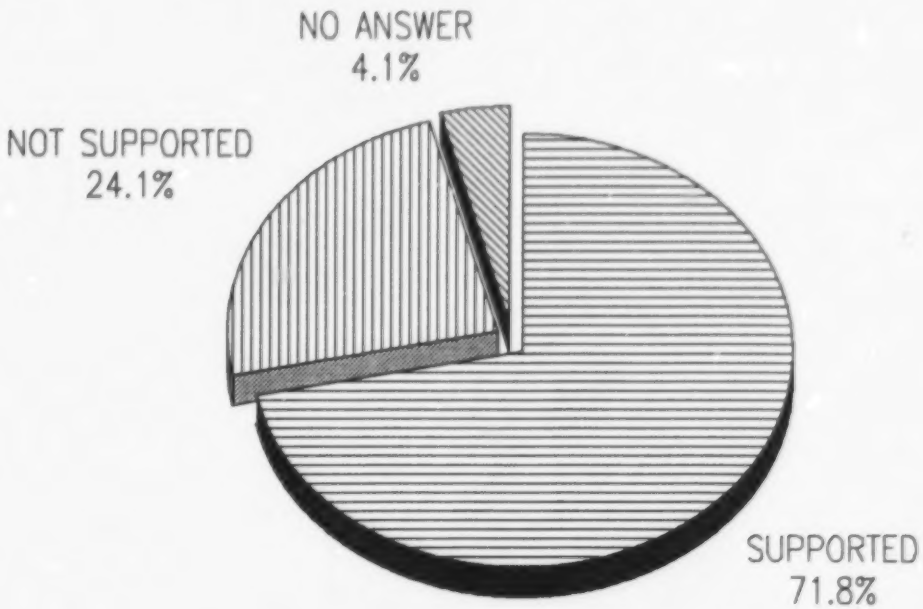
a) more severe penalties;
b) contact with victims;
c) increased enforcement in licensed establishments;
d) more treatment centres;
e) raising the legal drinking age;
f) tighter control on the sale of alcohol;
g) use of bumper stickers;
h) lower the legal blood/alcohol level; and,
i) hotline to report drunk drivers.

3. Do You Think that the Use of Ignition Interlock Devices is a Good Idea?

The Department of the Solicitor General is investigating the availability of suitable ignition interlock devices as a means of combatting impaired driving. An ignition interlock device consists of a breath analyzer which is connected to a vehicle's ignition system. The driver of the interlock equipped vehicle must pass a breath alcohol test before the vehicle can start and must then pass regular breath alcohol tests while driving. The ignition interlock devices are installed in vehicles of drivers who have a history of impaired driving.

When asked whether they supported the use of ignition interlock devices to reduce impaired driving, 71.8% of the survey population indicated that they supported such an initiative (see Figure 16).

FIGURE 16
LEVEL OF SUPPORT FOR THE USE OF IGNITION INTERLOCK DEVICES TO REDUCE IMPAIRED DRIVING



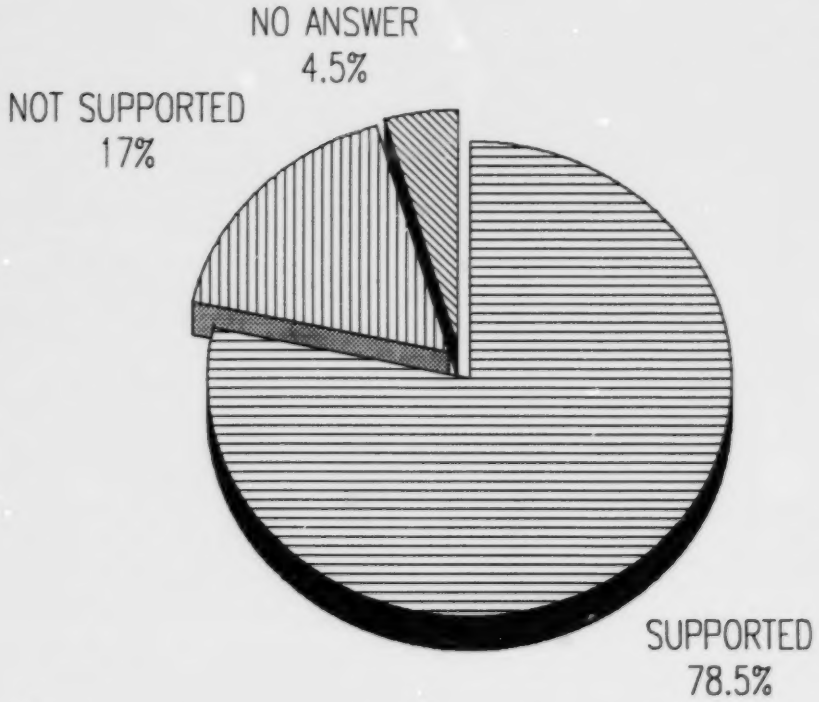
TOTAL RESPONDENTS = 1,191

4. **Do You Think that Vehicle Immobilization Devices Should be Used to Reduce Impaired Driving?**

Another new method introduced by the Department of the Solicitor General for dealing with impaired drivers is the use of vehicle immobilization devices. When an individual is charged by police with an impaired driving related offence, a wheel clamp and lock commonly referred to as the "Denver Boot" may be placed on the vehicle in order to prevent the individual from returning to the vehicle and driving the vehicle while impaired.

The survey population was asked whether such immobilization should be used and 78.5% of respondents recorded their support for the use of these devices (see Figure 17).

FIGURE 17
LEVEL OF SUPPORT FOR THE USE OF VEHICLE IMMOBILIZATION DEVICES

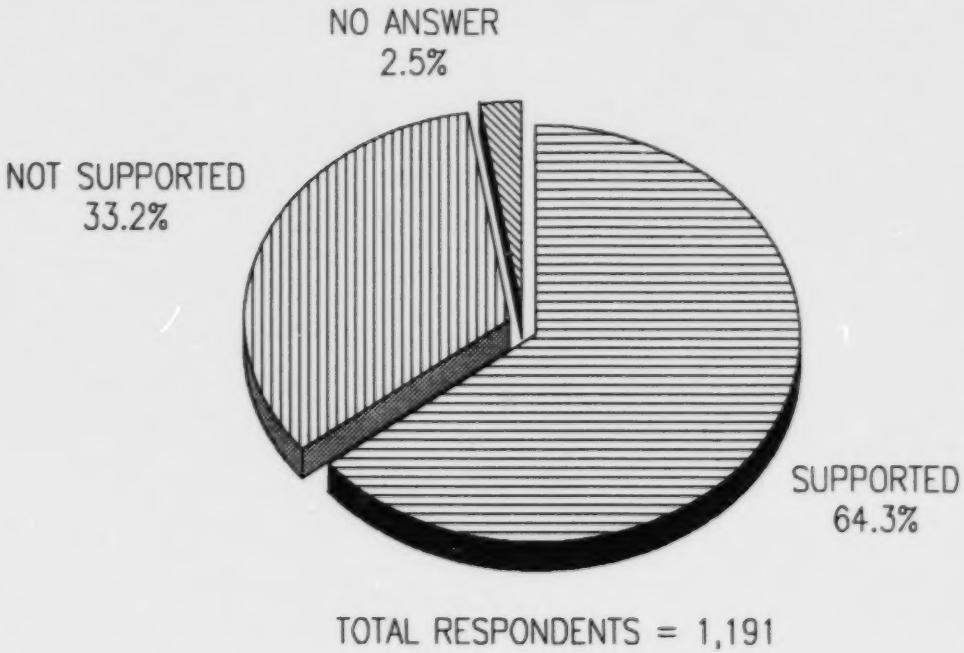


TOTAL RESPONDENTS = 1,191

5. <u>Do You Support Random Roadside Breathtesting</u>?

The police currently have the authority to stop vehicles and demand a breath alcohol test when they suspect a driver has been drinking. This program could be made more effective by giving police the authority to stop vehicles at random and administering a breath alcohol test regardless of whether or not police suspect the driver was drinking. When asked for their opinion on the use of random breath testing, 64.3% of survey respondents supported such a measure (see Figure 18).

FIGURE 18
LEVEL OF SUPPORT FOR RANDOM ROADSIDE BREATH ALCOHOL TESTING

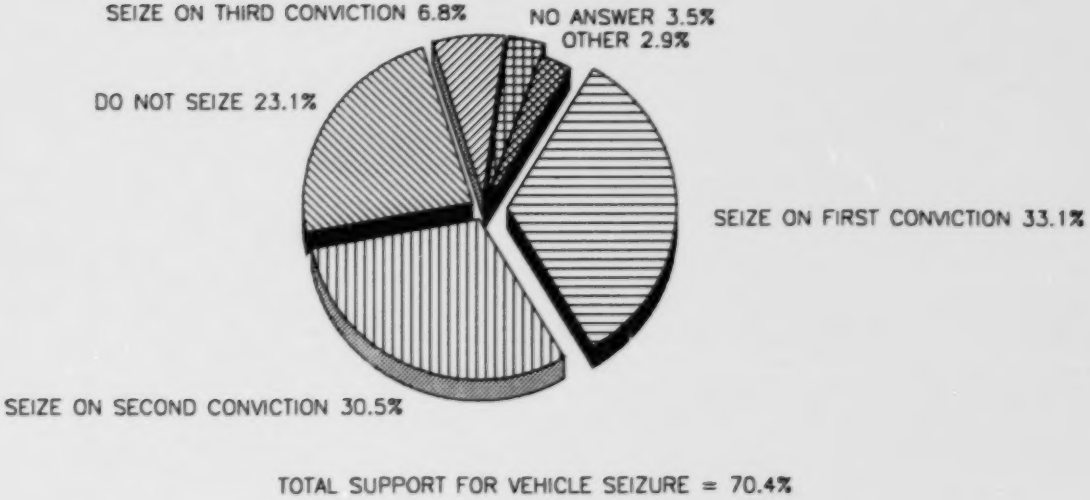


TOTAL RESPONDENTS = 1,191

6. Do You Think that the Vehicle of a Person Convicted of Impaired Driving Should be Seized?

Such a program would permit the vehicle of a convicted impaired driver to be seized to prevent the offender from driving while under licence suspension. Of the survey population, 70.4% supported vehicle seizure; 33.1% supported seizure on a first impaired driving conviction; 30.5% on a second conviction; and, 6.8% on a third conviction (see Figure 19). Vehicle seizure was opposed by 23.1% of the survey population.

FIGURE 19
LEVEL OF SUPPORT FOR VEHICLE SEIZURE


SEIZE ON THIRD CONVICTION 6.8%
NO ANSWER 3.5%
OTHER 2.9%
DO NOT SEIZE 23.1%
SEIZE ON FIRST CONVICTION 33.1%
SEIZE ON SECOND CONVICTION 30.5%

TOTAL SUPPORT FOR VEHICLE SEIZURE = 70.4%

7. Summary

Nearly two thirds of the survey population thought that current penalties for impaired driving were inadequate. The following measures, in order of level of support from the survey population, were supported as a means of reducing impaired driving: more alcohol education programs (73.4%); longer driver licence suspension periods (70.5%); higher fines (61.3%); increased law enforcement (59.3%); more advertising campaigns (57.7%); mandatory jail sentences (53.6%); and, longer jails sentences (39.3%). Proposed initiatives received good support from the survey population: the use of vehicle immobilization devices received 78.5% support; the use of ignition interlock devices received 71.8% support; vehicle seizure received 70.4% support; and, random roadside breathtesting received 64.3% support.

Generally, the motoring public supports stricter enforcement measures accompanied by higher penalties. The development of programs to prevent convicted drivers from driving while suspended was also supported.

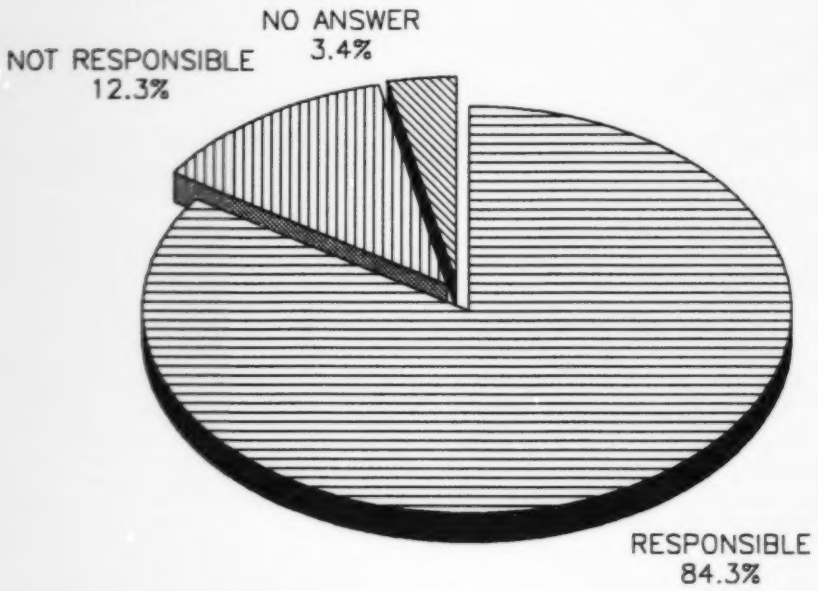
C. COMMUNITY ACTION AND BEHAVIOUR TOWARDS IMPAIRED DRIVING

Impaired driving involves not only the impaired driver and the law, but also the community at large. Members of the community have an important role to play in helping to reduce the incidence of impaired driving. This section of the questionnaire asked the survey respondents for their opinions on what the community has been doing and should be doing with respect to impaired driving. Respondents were also asked to record what actions they had taken when confronted with a potential impaired driving situation.

1. Do You Think that Each Member of the Community has a Responsibility to Deal With Impaired Drivers?

When asked whether they thought that each member of the community had a responsibility to deal with impaired drivers, 84.3% of the survey respondents felt that community members had such a responsibility (see Figure 20).

FIGURE 20
OPINIONS ON EACH COMMUNITY MEMBER'S RESPONSIBILITY FOR DEALING WITH IMPAIRED DRIVING



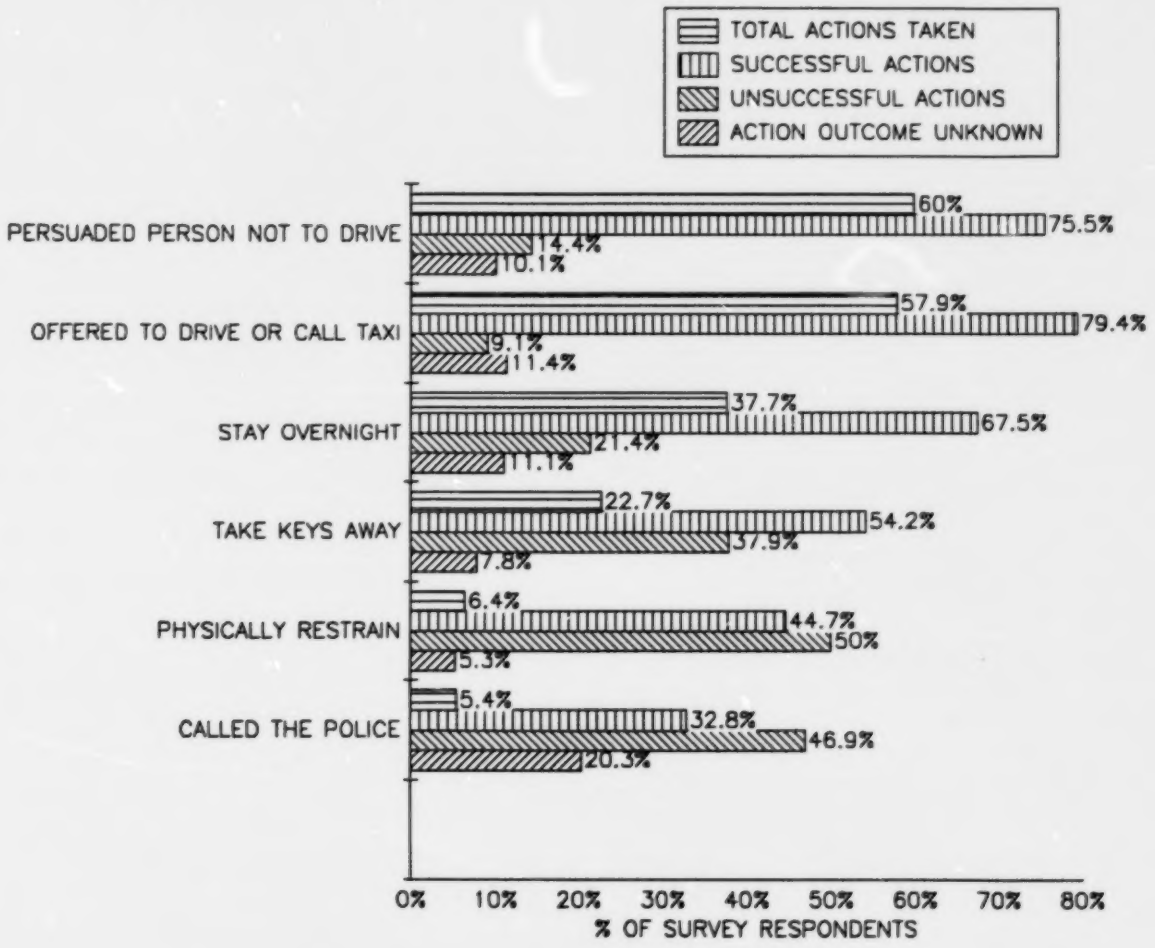
2. What Actions Have You Taken During the Last Two Years to Prevent Someone from Driving While Impaired?

When asked about what action had been taken during the previous two years to prevent someone from driving while impaired, a wide variety of responses were recorded by the survey population.

The percentage of survey respondents who had taken action varied from 5.4% to 60% to depending on the type of personal/community action taken (see Figure 21).

The most frequently taken action was to try to persuade an impaired person not to drive - 60.0% of the survey population reported trying this action during the previous two years. Of those that had taken this action, 75.5% had been successful in persuading the impaired person not to drive.

FIGURE 21
ACTIONS TAKEN BY SURVEY RESPONDENTS TO PREVENT SOMEONE DRIVING WHILE IMPAIRED



The next most frequently taken action by respondents, was to drive an impaired person home or suggest that a taxi be taken. In total, 57.9% of the survey population had tried this option during the last two years. Of those that had tried this action, 79.4% had been successful in dealing with the situation. This option had the highest number of successful outcomes of all the different actions undertaken by the survey group. These two actions were attempted by more than half of the survey population at some time during the previous two years. No other actions enjoyed this level of utilization by the survey population.

The third most popular measure used to prevent an impaired person from driving was to suggest that the person stay overnight or go to a hotel. This action had been used by 37.7% of the survey respondents during the previous two years. The success rate of this action was 67.5%.

More direct forms of intervention to prevent an impaired person from driving were not well supported or utilized by the survey population. Attempting to take an impaired person's keys away was an action attempted by 22.7% of the survey population with a 54.2% success rate. Similarly, physical restraint of an impaired person was attempted by only 6.4% of the survey population with a success rate of 44.7%.

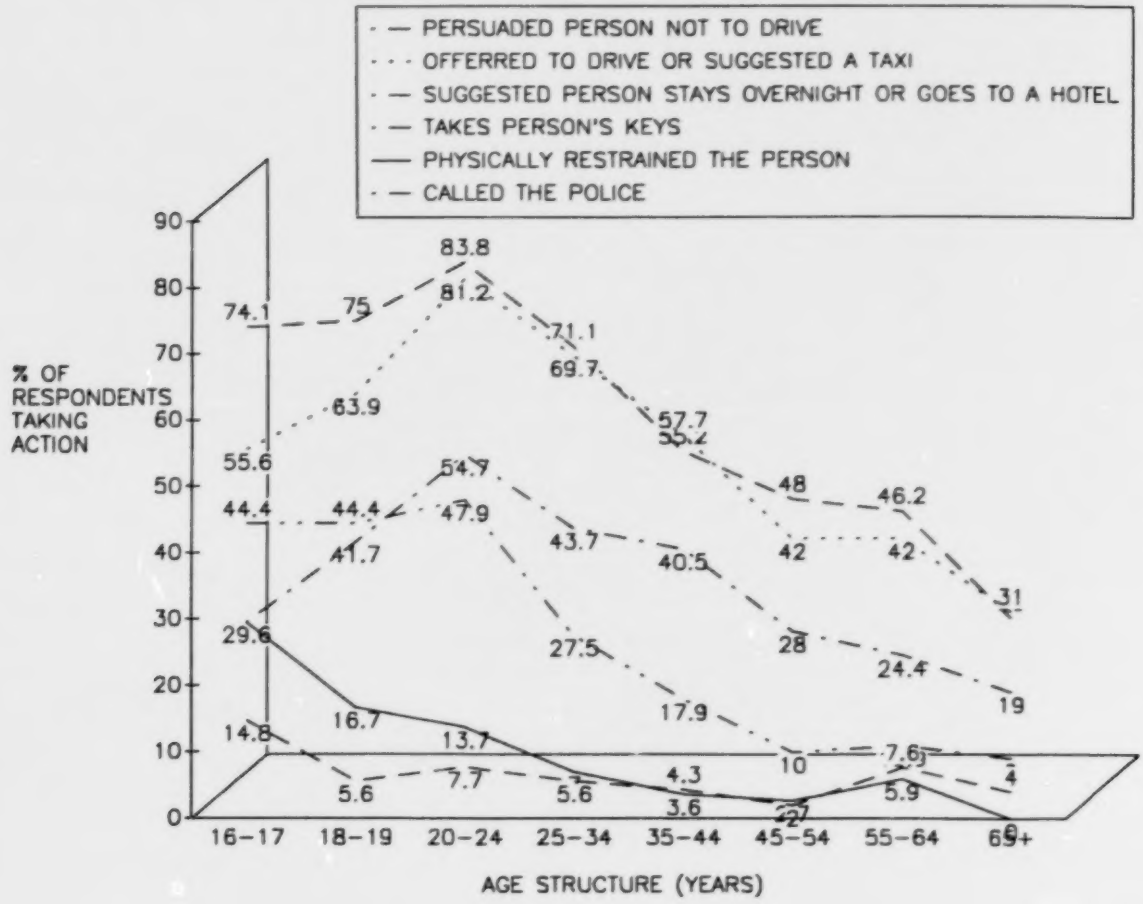
The least attempted action to prevent someone from driving while impaired was to call the police. Only 5.4% of the survey population had utilized this option over a two year period.

3. The Age Structure of Persons Taking Action to Prevent an Impaired Driver from Driving

When the actions taken by the survey population to stop an impaired person from driving are analyzed by the age structure of that population, it becomes evident that the 20-24 year old group is most likely to take action, except in the cases of direct physical restraint or calling the police. Respondents aged 16-17 years were less likely to take the more usual forms of preventative action and more likely to take direct action such as physical restraint and calling the police (see Figure 22).

It is notable that the extent of taking action falls steadily with the increasing age of the population, with the elderly population (65+ years) consistently recording the lowest involvement (with the exception of calling the police). Further data is not available to pursue these trends, however, it should be noted that the older population may be less exposed to the impaired driving problem and therefore have less opportunity to take preventative action.

FIGURE 22
ACTIONS TAKEN BY AGE STRUCTURE OF THE SURVEY POPULATION



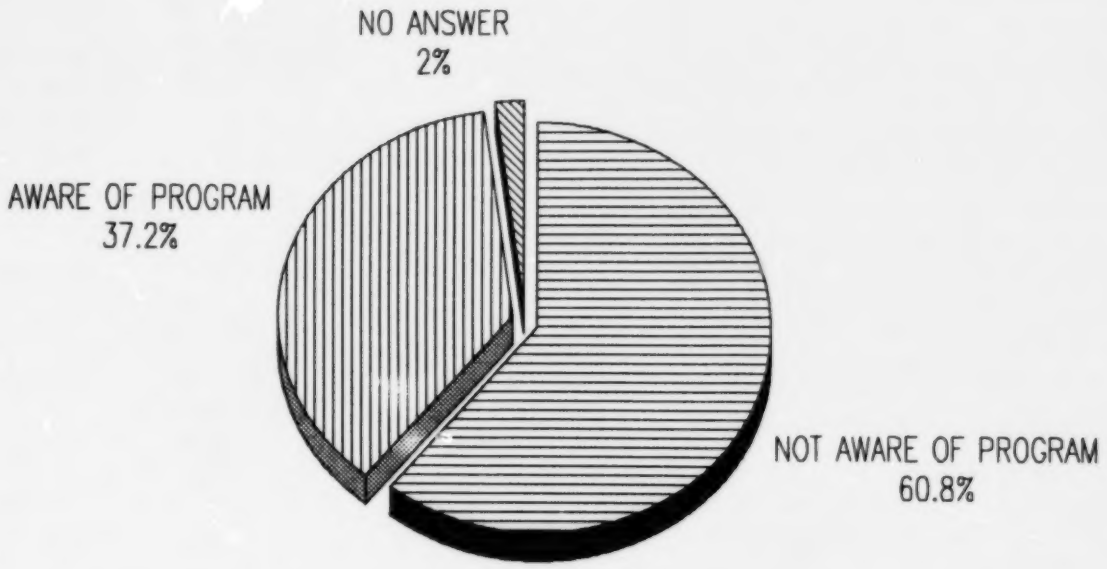
4. **Are You Aware of Any Designated Driver Programs Operating in Your Community?**

The basic concept of a designated driver program is that in a party of people, one person will be identified as a designated driver and will not consume any alcohol during the outing. It is the responsibility of the designated driver to drive the other members of the party safely home. In participating licenced establishments, one person in a party of three or more is identified as the designated driver and receives non-alcoholic beverages at no cost for the duration of the group's stay at the establishment. In the event that the designated driver requests an alcoholic beverage, all previously received non-alcoholic beverages are charged to the tab.

When asked about designated driver programs operating in their communities, 60.8% of the survey population were unaware of such programs while 37.2% indicated knowledge of such programs (see Figure 23).

Although no significant differences were noted in the survey population on the basis of age or sex it was evident that a considerable difference did exist between the two major urban areas of Edmonton and Calgary. Calgary recorded a 40.9% awareness of the designated driver program compared to 28.7% in Edmonton.

FIGURE 23
AWARENESS OF DESIGNATED DRIVER PROGRAMS
OPERATING IN COMMUNITY

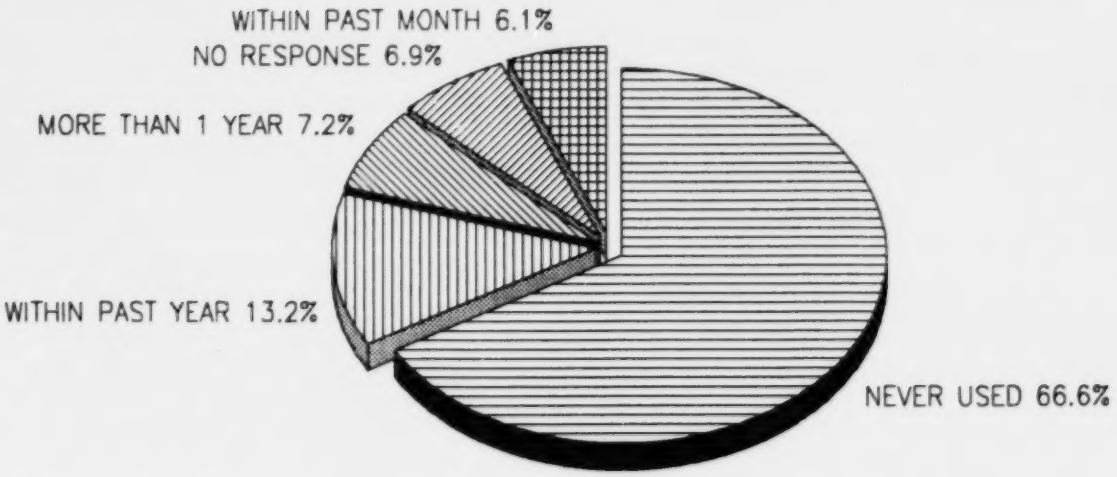


5. <u>Have You Ever Made Use of Any Designated Driver Programs</u>?

When asked whether they had made use of any designated driver programs, and the last time they had done so, 66.6% of the study population indicated that they had never made use of such a program (see Figure 24).

In total, 26.5% of the survey population reported having used a designated driver program: 6.1% within the past month; 13.2% within the past year; and, 7.2% more than one year ago.

FIGURE 24
UTILIZATION OF THE DESIGNATED DRIVER PROGRAM

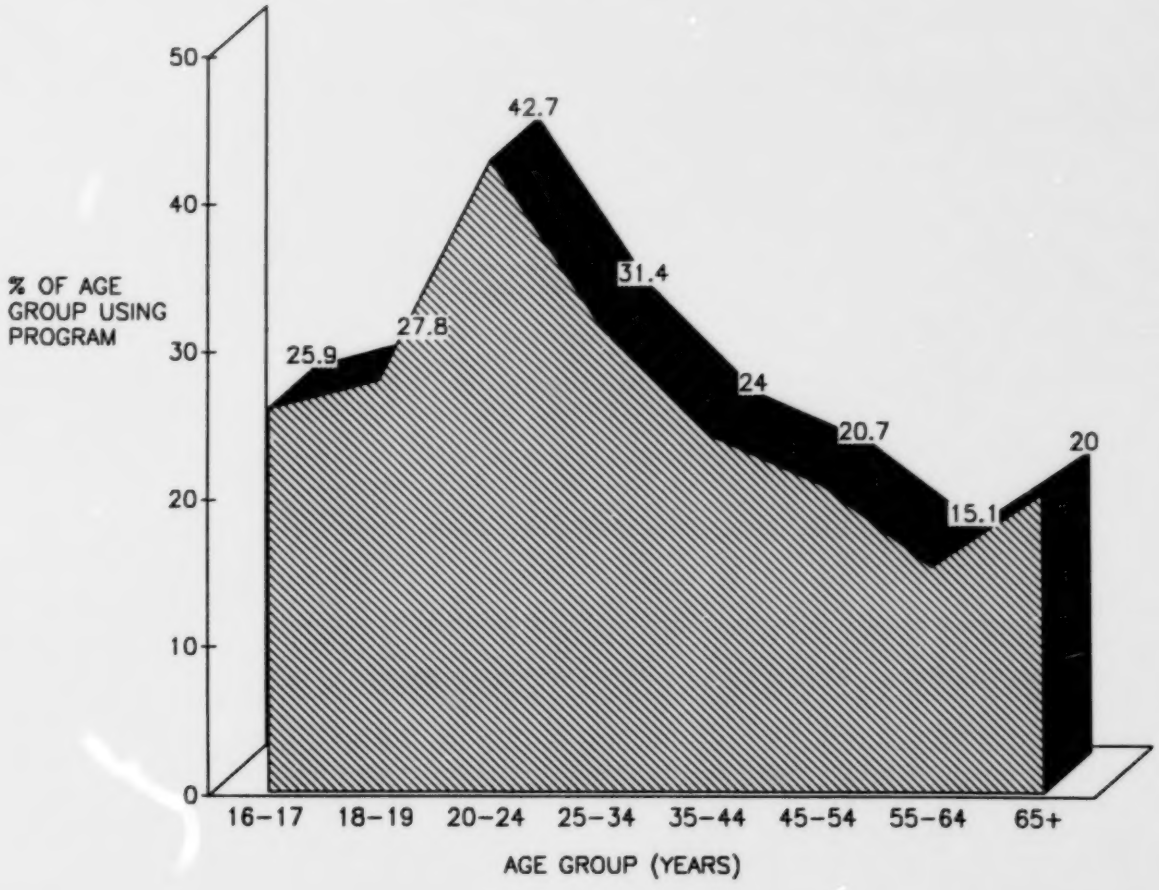


6. Age Structure of Those Persons Having Used a Designated Driver Program

The age group with the highest proportion of drivers who had used a designated driver program in the past two years was the 20-24 age group with a utilization rate of 42.7% (see Figure 25). The next highest utilization rate was recorded by the 25-34 age group at 31.4%. The 18-19 age group and the 16-17 age group were the next two highest age categories with utilization rates of 27.8% and 25.9% respectively. Drivers aged 35 years and over reported lower utilization rates, with the 55-64 age category recording the lowest rate at 15.1%.

It would appear that those drivers with a higher likelihood of needing to use a designated driver program - those in the 16-24 age group - are in fact using the program. However, the utilization rate of the younger drivers (16-19 years) was considerably below that of the 20-24 age group. It must be remembered, however, that the majority of these younger drivers are below the legal drinking age.

FIGURE 25
AGE STRUCTURE OF SURVEY RESPONDENTS HAVING USED A DESIGNATED DRIVER PROGRAM



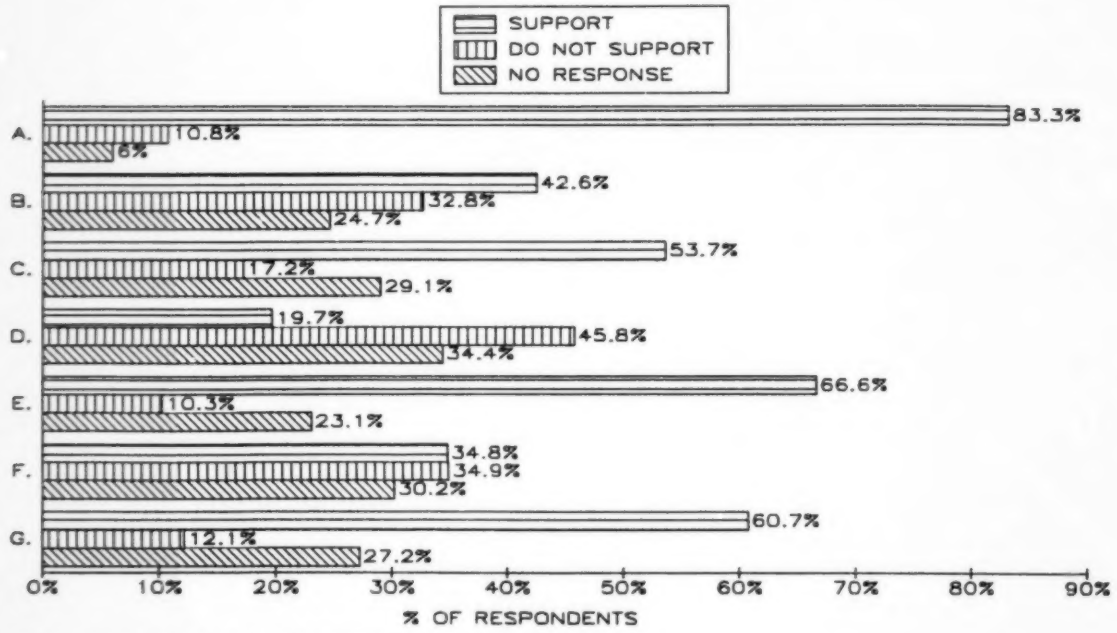
7. What Features Should be Incorporated Into a Designated Driver Program?

When asked which features should be incorporated into a designated driver program, the feature with the highest level of support (83.3%), was the provision of free non-alcoholic beverages to the designated driver (see Figure 26). The feature with the next highest level of support (66.6%), was the proposal that a designated driver program should be provided voluntarily at private house parties.

Survey respondents clearly favored the provision of designated driver programs on a voluntary basis rather than being required to provide such programs by law. The level of support for requiring a designated driver program by law at private house parties was only 19.7%. The third most favoured feature was to have a designated driver program provided voluntarily at all social functions serving alcohol - this feature was supported by 60.7% of the survey population. The support for requiring a designated driver program by law at all social functions where alcohol is served, was 34.8%.

The fourth feature of a designated driver program was for licenced establishments to voluntarily provide a designated driver program. This measure received 53.7% support. Interestingly, the requirement to provide such a program by law in licenced establishments received 42.6% support.

FIGURE 26
LEVEL OF SUPPORT FOR FEATURES TO BE INCLUDED IN A DESIGNATED DRIVER PROGRAM



A. FREE NON-ALCOHOLIC BEVERAGES TO DESIGNATED DRIVER
B. REQUIRED BY LAW IN ALL LICENCED ESTABLISHMENTS
C. PROVIDED VOLUNTARILY BY ALL LICENCED ESTABLISHMENTS
D. REQUIRED BY LAW AT PRIVATE HOUSE PARTIES
E. PROVIDED VOLUNTARILY AT PRIVATE HOUSE PARTIES
F. REQUIRED BY LAW AT SOCIAL FUNCTIONS SERVING ALCOHOL
G. PROVIDED VOLUNTARILY AT SCHOOL FUNCTIONS SERVING ALCOHOL

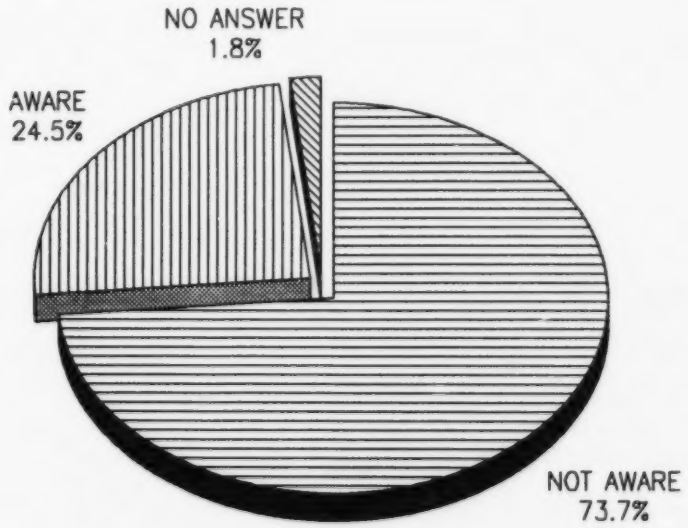
It would appear that requiring businesses selling alcohol for profit to provide designated driver programs by law is more highly favoured when compared with invading the private lives of the general public with legal requirements. However, encouraging citizens to provide voluntary designated driver programs enjoys considerable support.

8. **Are You Aware of Any Safe Ride Programs Operational in Your Community?**

The objective of these programs is to provide safe rides home for persons who may be faced with possible impaired driving situations when leaving private house parties, social functions or licensed establishments. Some programs also offer safe rides for persons who may be overly tired or have a medical problem. Certain programs are offered year round whereas others operate only during festive occasions. User costs range from free or subsidized taxi fares to a yearly set fee plus call out charges.

When asked whether they were aware of any safe ride home programs operating in their community, 73.7% of the survey population responded that they were unaware of any such program. Only 24.5% of the survey respondents were aware of a safe ride home program in their community (see Figure 27).

FIGURE 27
AWARENESS OF SAFE RIDE HOME PROGRAMS



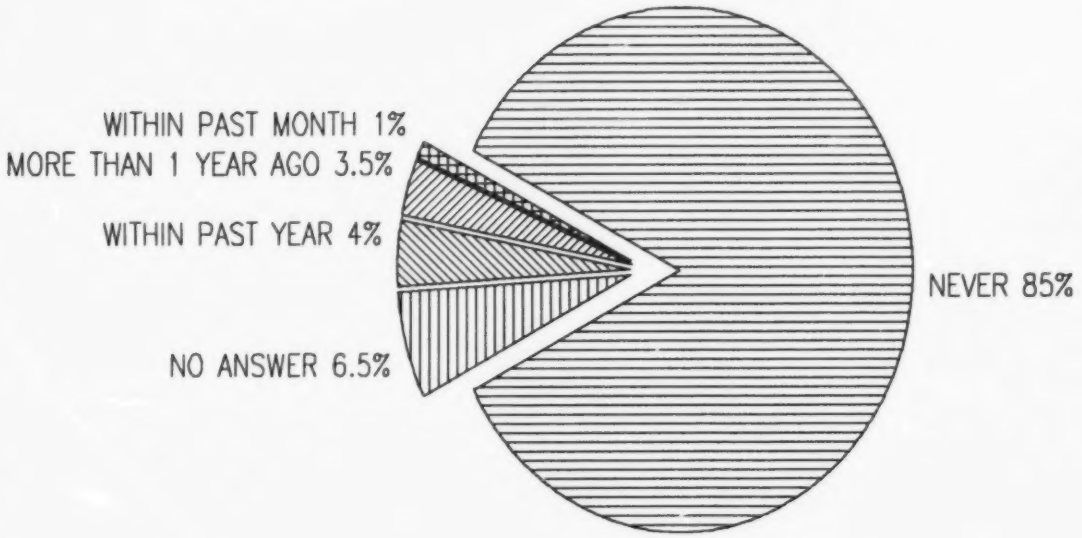
The 16 - 17 age group at 40.7%, recorded the highest awareness of any age group. The 25-34 age group recorded the lowest awareness rate at 19.1%. Females (26.3%) were generally more aware of the safe ride home programs than were males (22.7%).

Once again, the most significant difference was evident geographically, between the two largest urban areas. Calgary recorded a 27.1% awareness rate compared to Edmonton's 13.6% awareness rate. The "Other Cities" category recorded the highest awareness of programs with a positive response from 36.9% of respondents in that category.

9. <u>When Was the Last Time You Made Use of Any Safe Ride Home Program</u>?

When asked about the last time that they had used safe ride home programs, 85% of the survey respondents replied that they had never used such a program. In total, only 8.5% of the survey population reported using a safe ride home program during the last year, including 1% who had used a program within the past month (see Figure 28).

FIGURE 28
USE OF SAFE RIDE HOME PROGRAMS

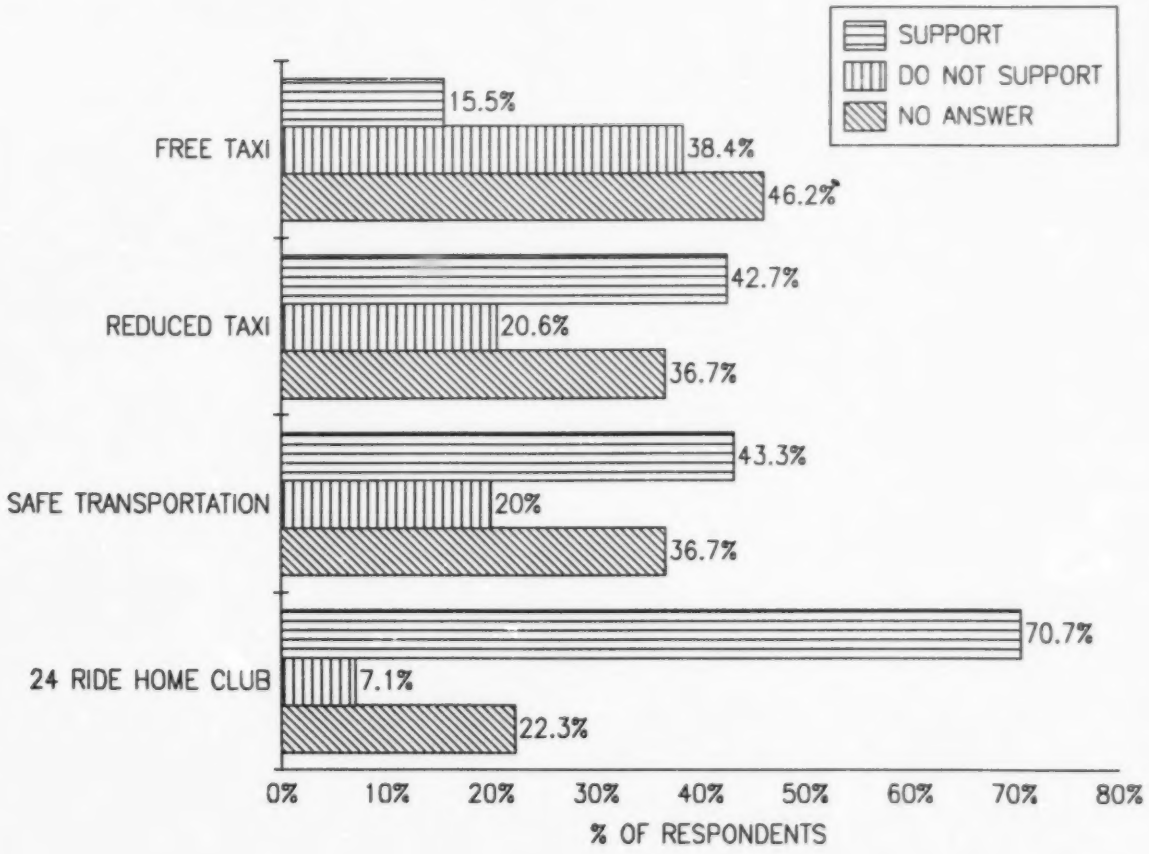


10. Which Features Should be Incorporated into a Safe Ride Program?

When asked which features should be incorporated into a safe ride program, the feature with the greatest support (70.7% of respondents) was a ride home club with 24 hour accessibility, for a membership fee. 'Reduced taxi rides home' as a feature was supported by 42.7% of respondents and 'free taxi rides' only received 15.5% support. 'Safe transportation home for yourself and your vehicle' was supported by 43.3% of respondents as a possible program feature (see Figure 29).

It appears that survey respondents favored the establishment of a formal specific safe ride program above other options. The use of taxis received support from less than half the survey population, especially as it relates to the proposal for free rides for impaired drivers.

FIGURE 29
SUPPORT FOR FEATURES TO BE INCORPORATED INTO A SAFE RIDE PROGRAM



11. Summary

Over 84% of the survey population thought that each member of the community has a responsibility to deal with impaired drivers. However, the percentage of respondents who had taken some form of preventative action over the previous two years varied from 5.4% to 60% depending on the action taken. Most frequently, the respondents attempted to prevent someone from driving (60%) or offered to drive a person home or suggested that a taxi be taken (57.9%). Other forms of intervention were much less utilized: 37.7% of respondents had suggested an impaired person stay in a hotel or stay overnight at a host's house; 22.7% had attempted to take an impaired driver's keys away; 6.4% had attempted to physically restrain an impaired driver; and, 5.4% had called the police.

When asked which impaired driving programs they were familiar with, 37.2% of respondents reported that designated driver programs were operating in their communities and 24.5% reported an awareness of a safe ride home program. Only 26.5% of respondents had used a designated driver program during the last two years and only 8.5% of respondents had used a safe ride home program within the last year.

APPENDIX I

IMPAIRED DRIVING QUESTIONNAIRE

May 1, 1989

Dear Sir/Madam:

The Department of the Solicitor General has recently introduced new initiatives and legislation to deal with the impaired driving issue in this province. Many of these programs have been developed in conjunction with the Impaired Driving Countermeasures Committee. This committee was established to conduct research and develop programs to increase the probability of the apprehension and conviction of persons who drive while impaired, and to develop public information programs to increase awareness of the legal, economic, social and human consequences of impaired driving.

This survey is being conducted by the Motor Vehicles Division on behalf of the Impaired Driving Countermeasures Committee, to obtain the public's opinions towards impaired driving in general, and their knowledge of and response to new and proposed initiatives.

You have been chosen at random from among Alberta drivers to participate in this survey. Your cooperation is appreciated and your assistance is important, since it will provide useful information on how the public perceives impaired driving.

Please complete the attached questionnaire and return it in the self addressed return envelope. All information provided will be kept confidential and will be used only to produce summary statistics. Should you have any questions or comments about this survey, please contact Motor Vehicles Division, Management Services at 427-7014.

Thank you in advance for your assistance and cooperation.

Yours truly

Roy Bricker, Chairman
Impaired Driving
Countermeasures Committee

Impaired Driving Questionnaire

I. Demographic Information

The first series of questions request personal information about you.

1. Age: _____ (yrs.)

2. Sex: Male ____ Female ____

3. Your normal residence is in or nearest which city, town or village in Alberta?

   _____

4. Which class of driver licence do you currently hold? _____

5. How long have you been a licenced driver?

   (a) less than 1 year _____ (d) 11 to 15 years _____

   (b) 1 to 5 years _____ (e) 16 to 20 years _____

   (c) 6 to 10 years _____ (f) over 20 years _____

6. How many kilometers do you drive annually?

   (a) less than 10,000 km _____

   (b) from 10,000 km to 19,999 km _____

   (c) from 20,000 km to 39,999 km _____

   (d) 40,000 km and more _____

II. Knowledge and Opinions On Impaired Driving Issues

The Department of the Solicitor General has developed innovative educational and enforcement programs to address the impaired driving problem in Alberta. The following questions are designed to measure your awareness of impaired driving issues and prevention programs.

7. In your opinion, is impaired driving a problem in Alberta?

   (a) Yes _____ (b) No _____

8. Do you think the rate of impaired driving has increased, decreased or remained the same during the past two years?

   (a) Increased _____ (b) Decreased _____ (c) Remained the Same _____

9. In your opinion, is there sufficient information available to the general public regarding impaired driving?

   (a) Yes _____ (Go to Question 11) (b) No _____

10. If you answered "No" to the previous question, what suggestions do you have for providing additional information to the general public?

_____

_____

_____

11. Do you recall seeing or hearing about any of the following impaired driving prevention programs or advertising campaigns? (Please check all that you are aware of.)

(a) CHECKSTOP _____

(b) Don't Let A Friend Get Carried Away _____

(c) The Heat Is On _____

(d) The Party's Over _____

(e) Sooner Or Later You'll Be Stopped _____

(f) None of the above _____

If your answer is "f" go to Question 13.

12. How did you become aware of the impaired driving prevention programs listed in Question 11? (Check all that apply.)

(a) Newspapers _____

(b) Magazines _____

(c) T.V. _____

(d) Radio _____

(e) Billboards _____

(f) Brochures _____

(g) Public Displays/Information Booths _____

(h) Friends/Relatives _____

(i) None of the above _____

(j) Other (please specify) _____

_____

13. In your opinion, which of the following advertising techniques are effective and should be used in educating the public about impaired driving? (Check all that apply.)

(a) Newspapers _____

(b) Magazines _____

(c) T.V. _____

(d) Radio _____

(e) Billboards _____

(f) Brochures _____

(g) Public Displays/Information Booths _____

(h) None of the above _____

(i) Other (please specify) _____

_____

14. Which of the following measures do you think would be effective in reducing impaired driving in Alberta? (Check all that apply.)

(a) Increased law enforcement. _____

(b) Mandatory jail sentence. _____

(c) Longer jail terms. _____

(d) Higher fines. _____

(e) Longer driver licence suspension periods. _____

(f) Alcohol education programs (i.e., through schools, community involvement, etc). _____

(g) Advertising campaigns (i.e. T.V., public displays, etc). _____

(h) None of the above. _____

(i) Other (please specify) _____

_____

III. Penalties for Impaired Driving

In the spring of 1988, the Government of Alberta passed legislation dealing with impaired driving. The new legislation provided for increased penalties against the impaired driver. The following series of questions asks for your thoughts about, and your support for current and possible new initiatives to reduce the incidence of impaired driving.

15. A component of the new legislation is usage of an ignition interlock system. This system consists of a breath analyzer which is connected to the vehicle ignition. The driver of the interlock equipped vehicle must pass a breath alcohol test before the vehicle can start. These devices are to be installed in vehicles where the driver has had problems with impaired driving in the past. Do you think the use of these devices is a good idea?

    (a) Yes _____ (b) No _____

16. Another new method introduced in the legislation for dealing with impaired drivers is the use of vehicle immobilization devices. When an individual is charged by police with an impaired driving related offence, a wheel clamp and lock commonly referred to as a "Denver Boot", is placed on the vehicle in order to prevent him/her from driving the vehicle while he/she is still in an impaired state. The use of these devices is currently being pilot tested in Calgary and Lacombe. Do you think that these devices should be used?

    (a) Yes _____ (b) No _____

17. The police currently have the authority to stop vehicles and demand a breath alcohol test when they suspect a driver is impaired. This program may be made more effective by giving police the authority to stop vehicles at random and administer a breath alcohol test regardless of whether the police suspect the driver was drinking or not. Would you support such roadside breath testing?

    (a) Yes _____ (b) No _____

18. Do you favour the seizure of vehicles driven by individuals who are convicted of impaired driving in Alberta? If you do, when do you think the individual's vehicle should be seized?

    (a) After the first conviction. _____

    (b) After the second conviction. _____

    (c) After the third conviction. _____

    (d) Vehicle should not be seized. _____

    (e) Other (please specify) _____

    _____

19. In general, do you think the current penalties for impaired driving are adequate?

    (a) Yes _____ (b) No _____

IV. Community Action or Behavior Towards Impaired Driving

Impaired driving not only involves the impaired driver and the law, but also involves the community at large. Members of the community have a role to play in helping to reduce the incidence of impaired driving. The next series of questions asks for your opinions on what the community should be doing with respect to impaired driving.

20. Do you think that each member of the community has a responsibility to deal with impaired drivers?

    (a) Yes _____ (b) No _____

21. Did you take any of the following actions during the past two years to prevent someone from driving while impaired? Check all the actions which you took. If you did, was your action successful or not?

	Action Taken	Successful	Not Successful
(a) Persuaded the person not to drive.	____	____	____
(b) Offered to drive or suggested taking a taxi.	____	____	____
(c) Suggested that the person stay overnight or go to a hotel.	____	____	____
(d) Tried to take the person's keys away.	____	____	____
(e) Physically restrained the person.	____	____	____
(f) Called the police.	____	____	____
(g) Did not take any of the above actions.	____	____	____
(h) Other (please specify)	____	____	____

_____

22. Are you aware of any designated driver programs operational in your community?

(a) Yes _____ (b) No _____

23. Have you ever made use of any designated driver programs? If so, when was the last time?

(a) Within the past month. _____

(b) Within the past year. _____

(c) More than a year ago. _____

(d) Never _____

24. Which of the following features do you believe should be incorporated into a designated driver program? (Check all that apply.)

	Yes	No
(a) Free non-alcoholic beverages to the designated driver.	___	___

	Yes	No
(b) Required by law in all licenced establishments.	___	___
(c) Provided voluntarily by all licenced establishments.	___	___
(d) Required by law at private house parties.	___	___
(e) Provided voluntarily at private house parties.	___	___
(f) Required by law at all social functions where alcohol is served.	___	___
(g) Provided voluntarily at all social functions where alcohol is served.	___	___

(h) Other (please specify) _____

_____

25. Are you aware of any safe ride programs operational in your community?

(a) Yes _____ (b) No _____

26. Have you ever made use of any safe ride home programs? When was the last time?

(a) Within the past month. _____ (b) Within the past year. _____

(c) More than a year ago. _____ (d) Never _____

27. Which of the following features do you believe should be incorporated into a safe ride program. (Check all that apply.)

	Yes	No
(a) Free taxi rides home.	___	___
(b) Reduced taxi rides home.	___	___
(c) Safe transportation home for yourself and your vehicle.	___	___
(d) Membership, for a fee, in a ride home club with 24 hour accessibility.	___	___

28. Please provide any additional comments or suggestions on the topic of impaired driving you may have.

_____

_____

APPENDIX II

DRIVER LICENCES BY CLASS OF LICENCE

DRIVER LICENCES BY CLASS OF LICENCE

EFFECTIVE MARCH 31, 1989

CLASS 1

This licence allows the holder to operate:

1. any motor vehicle or combination of vehicles other than a motorcycle.

CLASS 2

This licence allows the holder to operate:

1. any motor vehicle or any combination of vehicles that the holder of Class 3, 4 and 5 driver licence may operate; and

2. any bus

CLASS 3

This licence allows the holder to operate:

1. any motor vehicle or combination of vehicles that the holder of aClass 5 driver licence may operate;

2. a single motor vehicle with three or more axles;

3. a motor vehicle with three or more axles towing a trailer with one or more axles, if the trailer is not equipped with air brakes; and

4. a motor vehicle requiring a Class 2 or Class 4 licence, but not while carrying passengers.

CLASS 4

This licence allows the holder to operate:

1. a taxi, ambulance or bus, including school kindergarten buses, where the seating capacity is not over 24 passengers, excluding the operator; and

2. all motor vehicles included in Class 5.

CLASS 5

This licence permits the holder to operate;

1. a two-axle single motor vehicle, excluding a motorcycle;

2. a two-axle motor vehicle towing a trailer with one or more axles, if the trailer is not equipped with air brakes;

3. a recreational vehicle or any combination of recreational vehicle and a trailer, if the trailer has not more than two axles and is not equipped with air brakes; and

4. mopeds.

CLASS 6

This licence permits the holder to drive a motorcycle.

CLASS 7

This learner's licence allows the holder to drive:

1. all Class 5 and 6 vehicles for learning only; and

2. mopeds.